



Holyoke

MASSACHUSETTS

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Illustrated and Compiled by

Wm. S. Kline & Company

THE FELLOWCRAFTS SHOP

Rinderhook, N. Y.

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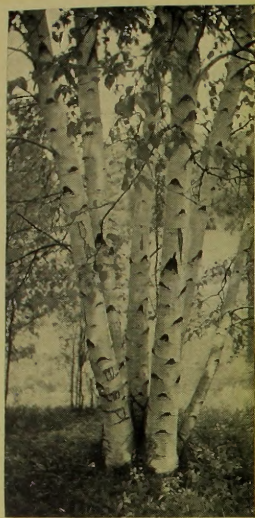
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Holyoke Illustrated
The Home of
The Paper Industry



HOLYOKE MASSACHUSETTS

The City of Industry

*"This is the Master Key
Skilled Hands and Industry."*



HOLYOKE, MASS. A Review of Its History and Industrial Advan- tages

THE wisdom and foresight of the early settlers of Holyoke has never been questioned. No other spot in the western part of the state has ever presented so many advantages for the building and developing of a large city. Situated in the western part of Massachusetts, on the Connecticut River, in close proximity to northern Connecticut and western New York, with the finest water power and railroad facilities, it would surely be difficult to overestimate its value as a commercial center.

History withholds from us the exact date of the first permanent settlement of Holyoke; certain it is, however, that there was such a settlement in 1745, located in what is now known as the southern part of Holyoke. Here stood the famous old "Brown



THE HOLYOKE DAM

House", once occupied by Enoch Eli, of Revolutionary fame. Once settled its history was much like that of various other pioneer New England towns; the people cleared the land and engaged in agriculture and trade with other colonists. These early settlers far preferred Dutch to English rule and nowhere did the English tyranny rankle more deeply than here, where the souls of men had been tried in the fiery crucibles of war and Indian devastation. Their liberty had been dearly bought and the people of this good old town were noted throughout the war as the bravest and truest patriots of the Revolution.

Holyoke has taken a century and a half to develop from a settlers hamlet by the river into a city of the second class. Its growth has been strong, steady, sure. It has never known the delirious intoxication of a boom, nor the depression that usually follows. It has been charged that it has been conservative



CITY HOSPITAL

as if that were a grievous sin, but it has been the conservatism of the wise man, who protects his bank balance and the dignity of his business or profession. Its credit is good because it has never been strained and with all the privileges enjoyed by its citizens, it is not bonded for one-half the sum it might be under more exacting conditions.

The first town meeting was held in 1850 and in 1851 the Hadley Falls Company had two factories running; in 1853 the Parsons Paper Mills were built and in 1854, the Lyman Mills. Now the barrier was up and the race was on. Each succeeding year brought a remarkable increase in progress and development and a substantial entry on the right side of the ledger. New industries dropped in here with great regularity and the population grew steadily and surely. Incorporation as a city took place in 1873, and the increase in population continued; its salubrious climate, together with its attractive municipal advantages has made it a desirable spot for home-seekers. The state census of 1905 gave Holyoke 49,934 people, while that of 1910 found 57,780 souls living here; at present, the number is easily 60,000.

If I should dwell at length upon Holyoke's phenomenal growth in population and real estate; if I should elaborate on its natural scenic beauties, its healthfulness as a residential spot, the purity of its drinking water, and mention a word or two about its educational advantages, then I should be only reiterating what every true citizen of Holyoke knows and appreciates. So failure to eulogize does not discount the fact that Holyoke of to-day is superb, successful and optimistic and we can easily see on this firm foundation the future Greater Holyoke.

Statistics are rarely interesting in themselves and fall on the mind of the average reader about like water on the back of the traditional duck; but when we consider the sleepy little city as first incorporated, there is significance in the fact that Holyoke now has twenty-one churches, thirty-four public schools and a free library; that there are five national banks and three savings banks; a river frontage of twelve miles, five miles of canals, twenty-five of electric railroads, three hospitals and two daily newspapers.

The religious life of the city is very healthy and active; there are twenty-one churches, chapels and missions, all active, supporting large memberships and representing the leading denominations.

Holyoke has been spoken of by the unthinking, as a "one industry" town. This is not true, for Holyoke has a great variety of large and small factories, employing from one hundred to several thousand hands. There naturally grows up around a great industry like the paper industry, many minor and allied plants. Commercially, Holyoke is an organization of capital that counts millions, plans and manufactures products that belt the globe, organizations that demand the services of science, art, mechanics, literature and inventive genius.

The leading industries of the city are devoted to the production of paper, blank books, cotton, thread, woollens, alpaca, blankets, wire cloth, machinery, steam pumps, bits, braces, hydrants, boilers, trolley tracks, envelopes, paper boxes, umbrellas, brooms, belts and various auxiliary

products. The amount of capital invested in manufacturing in this city is \$42,675,000; the value of its products, \$40,097,000; salaries and wages, \$9,753,000 and cost of materials, \$22,301,000.

Educational advantages are exceptional; there are thirty-four schools and a modern business college; three of the most famous colleges of the country, Amherst, Mt. Holyoke, and Smith, are within easy access. The Board of Education is a competent body of men, who have a heart interest in the public school system and who are careful to maintain a high standard throughout the whole. The Free Public Library should also be mentioned as a powerful educational institution.

The banking business is well represented here; in fact the financial condition is one of significance and pride; there are eight banks, each with ample capital for transacting a large business, liberally managed and all in sound condition. Five of these are National Banks and three Savings.

Holyoke has an array of municipal and public utilities that are unsurpassed by those of any city of its size. First, must be mentioned its water supply, a modern and efficient system, owned by the city and valued at \$1,300,000; the supply is unlimited and unsurpassed in purity. A general system of sanitary sewers is provided throughout the city. Electric and gas light, heat, fuel and power are supplied to all parts of the city at moderate rates by a municipal lighting works valued at \$1,000,000. There is a modern trolley system with twenty-five miles of trackage, completely equipped and affording a pleasant and convenient means of transportation. The police force is vigilant and ample for the protection of the lives and property of the citizens; it consists of a marshal, assistant marshal, captain, four sergeants, matron and patrolmen. The Holyoke Fire Department is well organized and besides its general equipment has three modern auto trucks. It is carefully governed and its members have often shown their ability and loyalty to duty in actual service. Fine telephone service is offered at reasonable rates. The principal streets are paved with asphalt or brick. The business district is well laid out, the broad streets being flanked on either side by well constructed business blocks, office buildings and stores. There are several first class and finely appointed hotels. The public buildings of the city are substantial and well cared for. The Board of Trade is an association of representative men, formed with the aim of advancing the interests of the city of Holyoke in all legitimate ways, especially developing and protecting its business enterprises. They maintain a well equipped Bureau of Information through which it is hoped that many strangers will be led to make personal investigation, regarding the advantages of Holyoke as a place of residence. New enterprises are gladly welcomed and fostered in every way, if found worthy of help.

Such is the Holyoke of to-day. Down through the last fifty years, she has brought something that appeals to the admiration of the historian with irresistible force. There is a dash, a spirit of enterprise, push, perseverance, courage and mettle—a combination of some of the most essential elements of success—which seems to pervade the very atmosphere. No man can write of Holyoke and do justice to her enterprise.

EARL B SLACK



POST OFFICE

WHITE PAPER BOX COMPANY.—Holyoke, Mass. Of large importance in the success of Holyoke's, industrial life has been the White Paper Box Company known throughout the country as makers of plain and fancy boxes for commercial and industrial purposes. This firm has made a great success in its line of manufacture having a large and influential patronage from all parts of the United States. It was established here in the year 1883 and was incorporated under the Massachusetts laws. Its founder was John J. White, our present mayor. The Company has changed sites several times and each time has materially increased its capacity and efficiency. They are manufacturers of everything in the line of plain and fancy boxes for the clothing and millinery trade and folding lunch boxes. The affairs of the company are in competent hands, its executive officers being Dr. F. J. Cloutier, President; and John J. White, Treasurer and General Manager.

CITY MACHINE COMPANY.—Corner Sargeant and Commercial Streets. Phone 702. Though established but two and a half years, this firm has built up a fine reputation and created an active demand for its services throughout the city and surrounding territory. Its proprietors, Messrs. Chas. H. House and E. S. Ferris, are practical men at their trade and with their years of experience enables them to handle the most intricate jobs required of the business. Their shop at the above address is equipped with every



HAMPTON POND

mechanical device incident to the work and the present business done requires the constant employment of six expert workmen. The City Machine Company makes a specialty of re-aligning shafting with the Ferris Shaft Aligner, turning armatures and repairing steam engines. They also make a specialty of all kinds of general repair work. In connection with their general business the firm also manufactures the Manard Burglar Door and Window Guard and the McHugh Expansion Moulders' Flask.

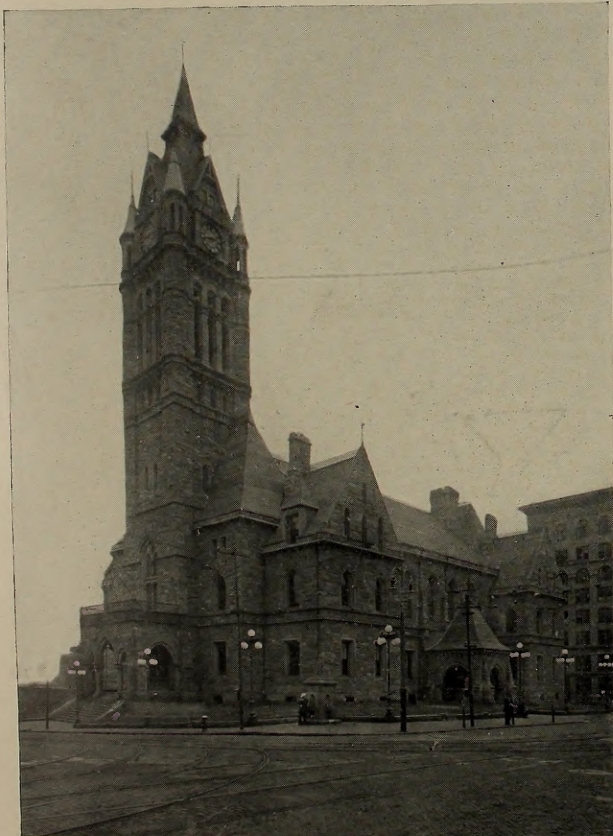
PHOENIX MARKET.—High Grade Meats and Groceries. No. 418 Maple Street. The above concern opened its doors to the public about fifteen years ago and since that time has met with an encouraging and steadily increasing patronage. It has always kept abreast of the advancement of the times in respect to equipment and modern methods of management as well as care of the perishable stock, which forms a large part of its trade. All sorts of heavy and fancy groceries are kept in stock, canned and bottled goods of all descriptions making a handsome display that is very attractive to the patrons of the market. Fresh and salt meats are also found here in a pleasing and attractive display. The proprietor insists upon the strict observance of all modern sanitary precautions and in fact is up-to-date in all the details of management. There are four courteous employees engaged in this store to handle the trade and all orders are delivered promptly by wagon.

NEW ENGLAND DRY GOODS STORE.—D. Brodinsky, Proprietor. Dealer in All Kinds of Cotton, Woolen and Dress Goods. Nos. 92 and 94 High St. Though it has been in operation here for only five years this establishment has met with a success that is entirely in keeping with its modern methods, the high quality of stock carried and the excellent service in general. The stock carried consists mainly of dress goods, which are displayed to great advantage and are constantly increasing in favor with the ladies of Holyoke. Dress goods of all kinds are carried, including fine imported and domestic goods in cotton, woolen and silk. Mr. Brodinsky also makes a specialty of his fine line of furnishing goods and shoes for men and ladies. The greatest satisfaction and the lowest prices prevail at this store. Three clerks are required to wait on customers, and they are always courteous and attentive, giving them every consideration and general advice in making purchases.

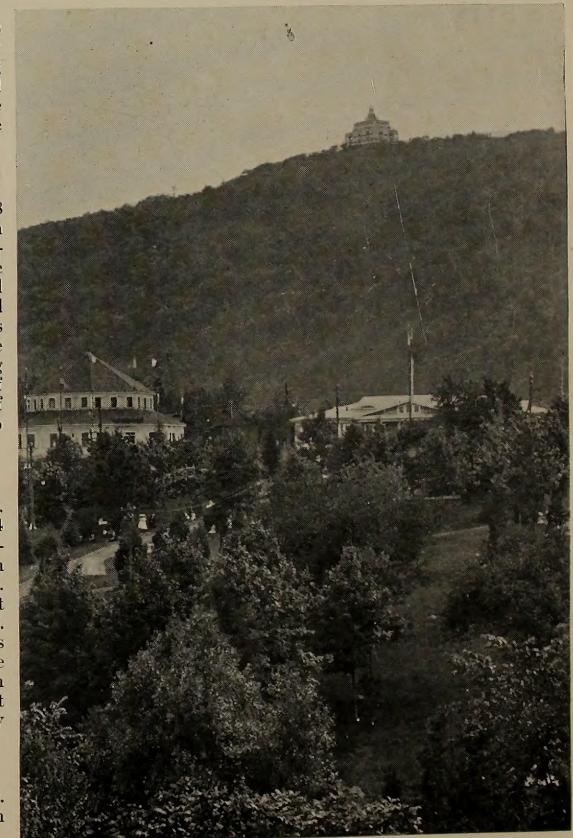
SOUTH HOLYOKE HARNESS SHOP.—August Felsentreger, Proprietor. Dealer in Harness, Blankets, Robes and Stable Supplies. No. 274 Main

Street. A house which has the reputation for honesty and a square deal is always sure of being worthy of it, for the public is an impartial judge and makes few mistakes in giving its approval. Such a reputation is held by Mr. August Felsentreger, and he has won it by long years of reliability in his business affairs, skill in workmanship and honest prices. He deals in harness, blankets, robes and stable supplies, and makes a specialty of repairing, which is always neatly and promptly done. This man is a good judge of leather and his customers in the harness line have the advantage of his experience and knowledge of such goods. His stock is most complete and is so arranged as to make a pleasing display. The business has been established here for the past fourteen years and has an active and extensive patronage.

THE UP-TO-DATE CLOTHES CLEANING COMPANY.—Pressing, Cleaning, and Repairing. Gugenberger Bros., Proprietors. No. 441 High Street. Phone 720. This firm makes a specialty of pressing suits and keeping them in repair on a monthly contract, and the character of the work done here is responsible for the fine business which the firm enjoys. They make a specialty of this line of work and are able to give the best of service at the moderate price of \$2.00 per month.



CITY HALL



MT. TOM FROM MOUNTAIN PARK



LOOKING NORTH ON HIGH STREET FROM DIVISION

KAFFIR CIGAR COMPANY.—Manufacturers of High Grade Cigars. No. 326 High Street. R. S. Burns, Treasurer. Telephone Call, 1747. One of the very best ways to be a real live “booster”, is to patronize home industries of all kinds and give them all possible encouragement. In this connection we take pleasure in calling the attention of the men of the city to the fine cigars put on the market by the Company mentioned above of which the following are some of their brands in the ten cent cigars—Diploma Grande, Board of Trade, Londres & Perfectos, Kaffir Londres & Perfectos, Kaffirs Panetelas; in their five cent line are the well known 326, Magnets Londres, Cracker Jack Londres, Cracker Jack Perfectos, Wizard, Mystic and Peacemaker. There are no better cigars sold in this city, at the prices, and the experience of the proprietor, his fine equipment and competent force of ten practical workmen, entitle Mr. Burns to the consideration and patronage of all local smokers. The business has been in operation here for the past twenty years and at the present time, an active jobbing business is also transacted in tobacco, cigarettes, pipes, smokers' supplies and playing cards. The Kaffir Company does a large wholesale business, and has been eminently successful in recognizing and supplying the wants of a high class trade.

W. H. LYMAN AND COMPANY.—Dealers in General Real Estate. Smith Building, High Street. The growth of Holyoke has been accompanied by a marvelous development of real estate in the city and vicinity and this advancement has been of a substantial kind as it has had a substantial basis. One of the representative real estate concerns in the city is that conducted by the firm of W. H. Lyman and Company, whose offices are in the Smith Building. This office is a large, well lighted and nicely furnished room overlooking the heart of the city. It has been in operation here only since May, 1911. The proprietors, however, are no beginners in the business since they formerly conducted a similar business in Northampton, Mass. They deal in general, real estate, confining their operations however, to city properties, country homes, farms and timber tracts. With their fine experience and modern equipment, they have the finest facilities for serving the public in all details of this business in the most satisfactory manner.

MARBLE HALL HOTEL.—Commercial Men's Headquarters.—Edward M. Curran, Proprietor. This is one of the leading hotels in Holyoke and is recognized generally as being first-class in every particular. It is well and favorably known to commercial men, who appreciate its

homelike atmosphere and the special attention paid here for their comfort. The house has been established here for a quarter of a century and when Mr. Curran became its proprietor in 1908, he gave it a careful renovation and put it in good modern condition for business. It is favored with a large and select patronage. The house is conducted on both the American and European plans; the cuisine and dining-room service is up-to-date in every respect and the rates are reasonable. There are sixty guest rooms, all well lighted and ventilated and every apartment is comfortably furnished, there has recently been added several fine sample rooms for the convenience of commercial men. Mr. Curran is a good business man, with a wide experience and is untiring in his efforts to improve his service to the public and in catering to the desires and well being of his guests.

THOMAS J. MORROW.—Jeweler and Optician. No. 281 High Street. This store is one of the familiar and well known spots in the mercantile life of the city. It is the oldest establishment of its kind having been in operation here for the past twenty-five years. The store is centrally located and its interior is handsomely furnished and conveniently equipped throughout. Its measurements are 20 by 90 feet and it is heavily stocked with valuable and high class goods. It is well known for the attractive displays that are made here from time to time. Mr. Morrow deals extensively in diamonds and is a recognized authority in this line. A specialty is made of fine repairing which is always promptly and carefully done. A fine optical parlor is conducted in connection with the business, which is considered to be the best in the city. Mr. Morrow caters to an active and influential patronage and is highly esteemed as a merchant and citizen. Seven courteous and well informed clerks are employed.

GUYOTT HOTEL.—Charles W. Lawler and Edmund F. White, Proprietors. This well located house is one of the best in the city of Holyoke and is well known to transients as a most comfortable and homelike place. It has been in operation here for over thirty years and in that time it has built up an active patronage and has come to hold a leading position among the hotels of the city. The house is conducted on the American plan and has a modern and up-to-date equipment throughout.



HIGH STREET NORTH FROM DWIGHT



HIGH STREET NORTH FROM ESSEX STREET

W. A. PEARSON.—Dealer in Hardware and Mill Supplies. No. 409 Main Street. One of the oldest business houses of its kind in the city and one whose trade represents a growth of many years is the hardware store located at the above address. It was established here eighteen years ago and during all this time it has maintained an active and constantly increasing patronage. Mr. Pearson is a keen and farsighted business man, and is always found to be in favor of any project that makes for the commercial or industrial supremacy of Holyoke. He deals in hardware and mill supplies and carries an enormous stock of goods; this stock includes builders' hardware, cutlery, tools, paints, oils, glass, putty, agricultural implements, poultry supplies, garden seeds and fertilizers. These goods are all of standard makes and may be relied upon to give uniform satisfaction. The store is spacious and affords fine facilities for the orderly arrangement and attractive display of the goods for sale. Two clerks are employed.

PRENTISS, BROOKS AND COMPANY.—Dealers in Flour, Grain, Hay and Masons' Supplies. Holyoke has been prominent as a wholesale market for many years, due largely to her fine location and facilities for transportation. This branch of trade is still an important factor in the city's progress and one of the most successful concerns in this line is the one mentioned above. It has been in operation here for forty years and is considered one of the most reliable establishments of its kind in the city. The company is composed of the following men: William Brooks, W. L. Woodbury, and W. I. Morse. The business of this company is largely wholesale, consisting of operations in flour, grain, hay and masons' supplies. Their business connections are so excellent and so extensive that they are able to buy to unusual advantage, a fact which finally benefits the consumer in lower prices. They are distributors in Western New England for "Occident" Flour.

M. P. CONWAY.—Dealer in Pianos, Sheet Music and Musical Merchandise. No. 263 Main Street, Springfield and No. 344 High St, Holyoke, Mass. This business has been established here for the past twenty-four years with unprecedented success. The proprietor, Mr. Conway, is an authority on all musical matters and has built up an active and extensive patronage. He handles pianos, sheet music, and musical merchandise of many kinds; it is well known throughout this section of the state that he carries the largest assortment of pianos of any dealer in Western Massachusetts. His leading instruments are the Emerson, the Kingsbury, the Wellington, Keller & Sons and the Kingsbury Inner Player. The other articles handled in this store are of an equally high class, the products of the most reliable manufacturers of the country. These goods are sold for cash or on easy payment plan, if so desired. Mr. Conway also conducts a store in Springfield under the same up-to-date and successful management.

INGLIS AND OLIVER.—Bread, Cake and Pastry Bakers. No. 408 High Street. Telephone call, No. 130. This is comparatively a new business enterprise, having opened its doors to the trade only three years ago. The proprietors, Messrs. R. Inglis and R. Oliver, are excellent business men and are well acquainted with every detail of the conduct of a bakery, and though recently established, are doing a most creditable business. Their bakery is nicely located on High Street and its interior is a model of neatness, cleanliness and sanitary conditions throughout. Their motto is "Purity and Quality", one which is exemplified not only in the selection of materials for use in the making of their goods, but also in the daily conduct of the business. They make bread, buns of different kinds, cakes, pies and other pastry; their most popular specialties are: Scotch Scones, mutton pies and oat cakes. They employ four expert bakers, who know what to do and how to do it. The proprietors are fully awake to their own as well as the interests of their customers and pride themselves on careful attention to business, good service and quick delivery.

CYRIL SCOTT.—Manager for Russell Brothers' Butter House. 289 High Street, Holyoke, Mass. New England is noted for the fine quality of its dairy products and one of the most noted distributors of these products is Russell Brothers' Butter House, which operates stores in Meriden, New Haven, New Bedford and New Britain. It is the oldest establishment of its kind in the city, having been in operation here for twenty-three years. It is under the able management of Cyril Scott, who in this capacity, has given great satisfaction both to patrons and the firm. It is the boast of this concern that their stores handle only the best lines of goods on the market. They have an unusually large and fine stock in this store, including butter, cheese, eggs, teas and coffees. Three assistants are employed.

DOWLING AND BUNYAN.—Proprietors of the "Store of Specialties" High Street. One of the largest and most successful stores of its kind in the city, is the establishment mentioned above. It has been in operation here for the past seven years, and has enjoyed a most prosperous career. The store is large and roomy, and is equipped with modern and up-to-date fixtures. The goods handled include dry and fancy goods and they are always arranged in a pleasing and attractive display. The latest novelties in fancy goods as well as the sterling articles which fashion has stamped with approval are found here in a fine assortment. The employment of a force of twenty well informed clerks and salesladies assures prompt and polite attention to every caller at the store.



MAIN STREET NORTH FROM SARGEANT



DWIGHT STREET FROM MAIN-HAMILTON HOTEL

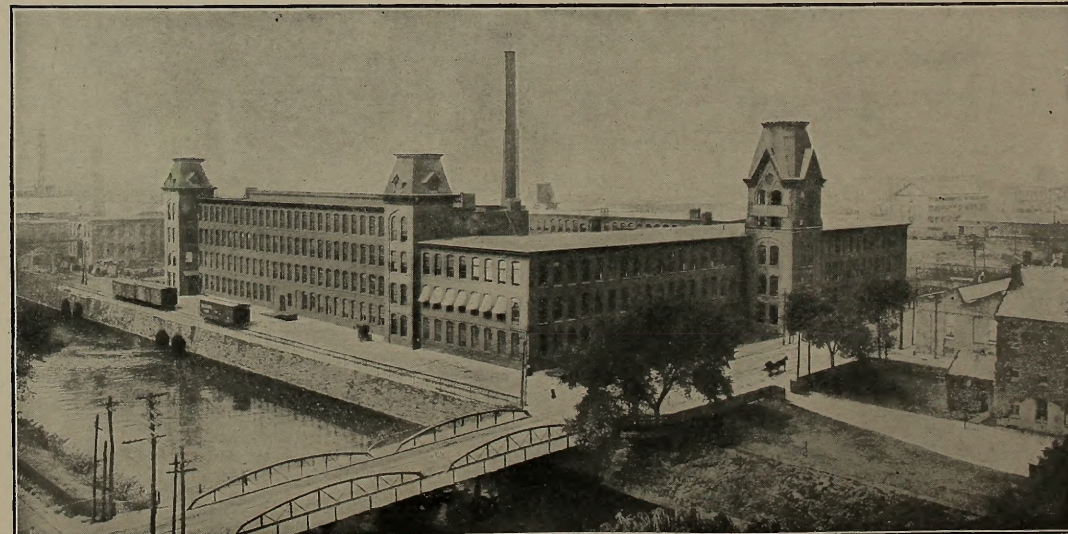
HADLEY FALLS NATIONAL BANK—Corner Main and Dwight Streets. This bank, one of the most reliable and well known in the state, was originally established as state bank in the year 1851 and organized as a National Bank in 1865. It was the first bank to be established in the city of Holyoke, its first officers being C. B. Rising, President, and J. L. Warriner, Cashier. The present officers are: President, Joseph A. Skinner, who has served the bank in this capacity since 1904; Edward P. Bagg, Vice-President since 1910 and H. J. Bardwell, Cashier since 1903. The Board of Directors are as follows: C. B. Prescott, Philander Moore, J. A. Skinner, A. A. Coburn, F. H. Metcalf, E. P. Bagg, H. J. Frink, T. S. Childs and H. L. Russell. These men together with its stockholders have been active and influential participants in the developments that have confirmed the clear title of Holyoke to a prominent position among the most progressive and prosperous cities in the state. The strong position which this institution occupies among the banks of the state is well emphasized by the following figures taken from the statement issued June 7, 1911: Capital, \$200,000; Surplus and Profits, \$160,030.99; total deposits, \$918,444.79. It is located in its own handsome three story building and has a beautifully equipped interior, being finished in marble and antique copper with cherry fixtures and furniture. Its facilities are modern and up-to-date in every respect. It offers to its patrons every courtesy and accommodation consistent with conservative banking and is entitled to the confidence and consideration of all who contemplate opening new or transferring old accounts.

THE CANADIAN FUR AND MILLINERY STORE.—Mrs. Silverman, Mgr. Manufacturer and Dealer in All Kinds of Furs and Millinery. No. 343 Dwight Street. This store is generally recognized as one of the leading establishments in its line in the city. It has been in operation here for the past supplying the ladies with their fashionably trimmed hats as well as furs and fur garments. The business was formerly located at 450 High Street, but the rapid increase in patronage demanded larger and more convenient quarters. The Mgr. Mrs. Silverman, is a good business woman and besides has had a long practical experience in this line and was

formerly employed by the largest firm of this kind in New England. Her successful conduct of this establishment reflects great credit on her business and executive ability. She carries a fine large stock of millinery goods of different kinds as well as the supplies incident to this line. She gives employment to quite a number of assistants and makes a specialty of making, altering and repairing furs and fur garments. The store is nicely located and is furnished and equipped throughout in a modern and convenient manner.

THE CROCKER-McELWAIN COMPANY.—Manufacturers of Paper. Although this concern is a comparatively recent addition to Holyoke's industrial circles, it has built up a fine reputation for itself and an active patronage throughout our own and many foreign lands. It has also aided materially in spreading abroad the name and fame of the "Paper City". The fortunes of the company are in the hands of two very able and progressive business men; Clifton A. Crocker is President and Treasurer and R. Franklin McElwain is Vice-President and Assistant Treasurer. They are both practical and experienced men in the business having been formerly connected with the Crocker Manufacturing Company. The company was incorporated under state laws in 1904 and has a capital stock of \$600,000. Their mills on the site of the old Cabot St. mill of the Holyoke Water Power Company are equipped with the latest and best inventions in paper-making machinery and an inspection of them is almost like a visit to wonderland. About three hundred skilled operatives are employed. They make fine bond papers, ledgers, card indexes and papeterie papers, and the leading position which these products occupy in the industrial and commercial world to-day, is due to their superiority over other similar products.

WILLIAM B. WHITING COAL COMPANY.—Dealers in Coal and Wood. No. 458 Dwight Street. This concern does a very extensive business, which has been gradually built up by attention to modern business methods and the policy of selling as good coal as it is possible to get, which principles have been carefully adhered to since the inception of the business in the year 1870. This company handles the best grades of coal both anthracite and bituminous and makes a specialty of superior cannel coal. Heavily stocked with Lehigh, Lackawanna and Cumberland coals, no coal pockets in the city afford a more satisfactory supply. For domestic uses, all coal is carefully screened, thus insuring coal, and that's all, when delivered to the consumer.



PLANT OF THE CROCKER-McELWAIN COMPANY



SECOND CONGREGATIONAL CHURCH

DYDEK BROTHERS.—Jewelers and Opticians. No. 137 High Street. The local retail trade of Holyoke is of commanding proportions and every line of business is well represented. In the jewelry business a leading establishment is that conducted by L. and C. K. Dydek at No. 137 High Street. The business has been established here for only two years, but during this time it has advanced steadily and conservatively in both equipment and efficiency, until it has reached its present fine condition. A rich and valuable stock is carried, consisting of watches, jewelry, diamonds and precious stones, silverware, etc. A specialty is made of repairing watches, clocks and all kinds of jewelry and all work in this department is conducted in the same thoroughly efficient manner and great pains are taken to give satisfaction to all customers.

HOLYOKE UMBRELLA CO., B. Silverman & Co. props., Manufacturers and dealers in Umbrellas, Trunks and Leather Goods, with factory at Main Street, and two stores, one at 385 Main Street, and another at 435 High Street, next to Empire Theatre. This is the only enterprise of its kind in the city of Holyoke. It will soon enter upon the tenth year of its existence in the industrial and mercantile circles of this city, and has had a most prosperous career.

This firm started doing business in a little store No. 389 Main Street, selling off its products of umbrellas made in a small shop. After five years of hard energetic work and honest dealings, it has succeeded in enlarging both its shop and selling quarters. Another store was opened on High Street to accommodate its up town patrons, and to be more centrally located for the convenience of its wholesale trade.

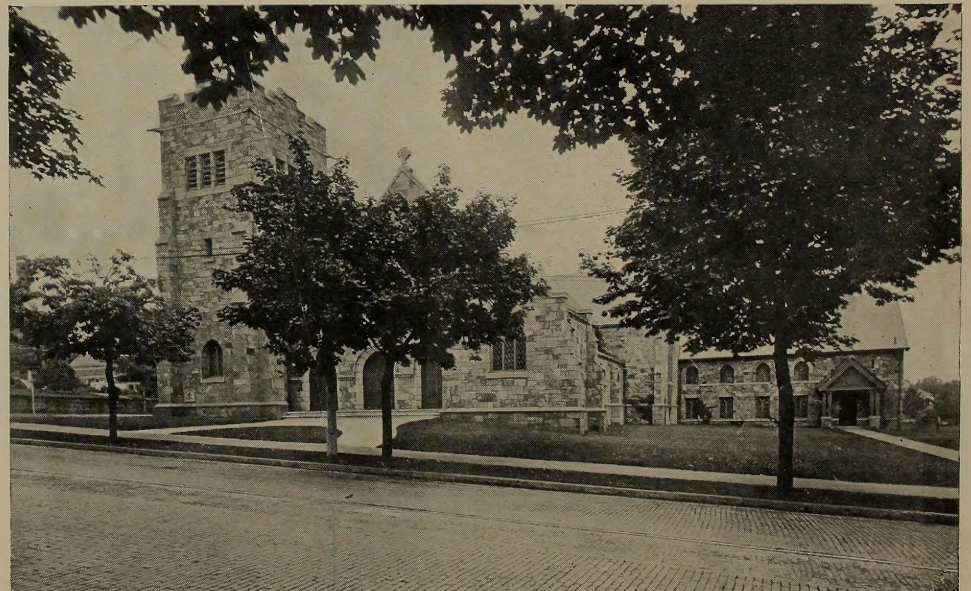
Their store next to the Empire Theatre is the most modern specialty store in the state. They carry a complete line of Trunks, Travelling Bags, Leather Goods, and Umbrellas, of its own make. This company holds the exclusive agency for the celebrated Indestructo trunks and Neverbreak baggage that have achieved great popularity wherever they have been in use.

R. A. PRENTISS.—Dealer in Fine Footwear. No. 364 High Street, opposite Y. M. C. A. This store has been in operation here for five years and is now reputed to be one of the finest of its kind in the city. Mr. Prentiss is a man of experience in this line and he has built up an active and extensive patronage. He knows just what shoes to carry to suit the taste of the general public, the kind that will please the wearer of dainty footgear as well as the brands that will satisfy the

wearer of qualities that will stand the hard wear of every day usage. He sells shoes to suit the tastes and the pocket-books of all classes in the community, and the line that he carries is large enough to give each customer a variety of choice not always to be found in one store. Prominent among the brands handled here are the famous "Sorosis" shoe for women and the "Emerson" shoe for men, which he keeps in stock in all sizes and styles. Mr. Prentiss is forced to employ five competent and courteous clerks to keep up with the large and growing custom that he has attracted to his doors.

QUINCY MONUMENTAL WORKS.—John T. Lynch, Mgr. The importance of placing orders for monumental work with a concern where tasteful designing is combined with excellent workmanship is obvious and in this connection, it is not surprising that J. T. Lynch should be liberally patronized by the residents of Holyoke and vicinity. He has been identified with this concern since its establishment here about six years ago and has had an active experience. His main office is located at No. 201 Water Street, Quincy, Mass; he also conducts a store on Hatfield Street, Northampton. The local branch is on the corner of Maple and Cabot Streets, where he has a fine equipment of the best tools and appliances known to the business. He makes a specialty of high grade cemetery work of all kinds and with his fine equipment and competent force of workmen, is able to guarantee promptness and satisfaction to all patrons. That his efforts here have been appreciated by the public in general may be seen by the many fine examples of his ability that are in the local cemetery.

MISS NELLIE WRINKLE.—Dealer in Ladies' Furnishings. No. 235 Maple Street. One of the most popular of Holyoke's mercantile establishments dealing in women's furnishings and wearing apparel, is the one established here five months ago by Miss Nellie Wrinkle. This lady has had a practical experience of twelve years with McAusten and Wakelin and besides has fine business and executive ability. She does a flourishing business here and the fine quality of the goods she handles as well as the varied assortments in styles, sizes, etc., are prominent factors in her success. The store is in a good business location and its interior is fitted up and equipped in a modern and inviting manner. Excellent display facilities are available in this store and much artistic taste is seen in the arrangement of the goods on exhibition. Miss Wrinkle exercises great care in the selection of her stock and no old style or inferior goods in quality or workmanship are allowed to encumber the counters or shelves of this establishment. Competent assistants are employed in all departments and no pains are spared to give her customers the best of service, and full value for their money. Miss Wrinkle aims to please all and this special feature of her store has been a potent factor in making her establishment one of the most successful of the new enterprises that have been added to Holyoke's mercantile life.



ST. PAUL'S EPISCOPAL CHURCH

JOHN J. CURLEY.—Fine Custom Tailoring. No. 468 Dwight Street. Residence, No. 134 Oak Street. As an experienced man in the tailoring business, Mr. Curley has no superior in this city. He has been continually engaged in this business since the year 1874 and has built up a very fine custom trade that sticks to him year after year. His establishment is conducted on the principle of honest and reliable dealings with his patrons and this has been a potent factor in his success. The latest and most up-to-date woollens may be found here in a varied and comprehensive stock, his styles are the last word in the fashion world, especially when good taste is considered. Mr. Curley gives close attention to his business and employs competent assistants at all times. You can make no mistake if you pin your faith to this establishment.

MISS McQUILLAN.—Hair Dresser and Dealer in Hair Goods. Suite No. 501, 502 and 503, Realty Trust Building, No. 225 High Street. The history of the development of individual enterprise is many times quite as interesting as that of the larger industries. And it is doubly interesting if the enterprise happens to be that of a successful business woman. The lady mentioned above has been established here for the last fifteen years and has won a large place in the hearts of the Holyoke ladies, because of her unusual ability in her profession, and her up-to-date lines of goods. Her specialties are hair dressing and making hair goods of all descriptions to order; she is expert in these lines and is greatly aided by her practical experience of many years. She carries a fine line of these goods in stock and makes an attractive display. Another special feature is manicuring to which she applies the most modern principles. She occupies a suite of the rooms in the Realty Trust building and gives employment to three competent assistants.

F. ROBERTS.—Complete House Furnishings. No. 494 High Street. A leading establishment engaged in the furniture, carpets, and furnishings trade is the concern which is mentioned here above. It has been in operation for only a few months, but from all indications it promises to be a distinct success. Mr. Roberts wishes especially to call the attention of the public to the magnificent display made here in all departments, as he is confident that it is one that cannot be duplicated in this city as regards either quality or price. This fact is becoming well known to the public and its patronage is steadily increasing. He carries a complete line of new furniture, carpets, rugs, linoleum, matting, window shades, pictures, lace curtains, table linen, crockery, comforters, blankets, oil and gas lamps, etc. He also holds the exclusive agency for the well known Acorn stoves and ranges, with or without gas attachments. Three courteous clerks are employed.

MISS MINNIE A. GEE.—Artistic Hair Dressing—Rooms 408-409 Realty Trust Building. Telephone Call, No. 1976. A long and varied experience in this line of work has ably fitted Miss Gee to take the lead among hairdressing establishments of this city. She has been established here for the past eight years and has one of the finest establishments of its kind in the city. Her leading specialty is ladies' hair dressing, in which line she has unusual ability. She also carries a fine line of hair goods and toilet articles and does artistic hair coloring, manicuring, shampooing, etc. In the line of hair dressing, she makes a special feature of the ondulation Marcel and all fancy evening coiffures. She also manufactures hair goods, made of genuine human hair,

work is surpassed by none. His stock of goods is of a high quality and a varied assortment, including the best foreign and domestic woollens, noted for beauty of design, texture and pattern. Fashionable tailoring in all of its branches is here executed on correct principles, all the niceties of attire are given strict attention, while the styles are absolutely faultless. Mr. Mendrek is a practical tailor of long experience and few are better qualified to cater to a critical and discriminating public. He makes a specialty of ladies' work and has gained an active patronage in this line by excellent workmanship, modern methods and unfailing courtesy. He employs thirteen skillful assistants who are masters of their art and is ready to guarantee satisfaction to customers.



HOLYOKE PUBLIC LIBRARY

in all the prevailing styles, switches, Roman braids, pompadours, etc. made feather weight and of the best qualities of materials. She has apartments in the Realty Trust Building, which are furnished in modern style, with up-to-date appointments. Three assistants are employed.

JACOB MENDREK.—Ladies' and Gents' Tailor. No. 138 High Street. Here is an establishment that has been closely identified with the progress of the city ever since the date of its inception, twelve years ago. Mr. Mendrek is well known as one of the leading fashionable tailors in the city and one whose

WINTHROP PHARMACY.—No. 518 High Street corner Cabot. A. W. Marrin & Co., J. J. McDonald, Mgr. One of the model drug stores of the city is conducted under the name of the Winthrop Pharmacy with Mr. J. J. McDonald as Manager. It has been in operation here for several years and has always enjoyed a substantial share of public esteem and patronage. Those who are acquainted with the management of this up-to-date establishment need not be told that its success has been brought about by honest values and progressive business methods. The store occupies a prominent location on the corner of High and Cabot Streets and its interior is fully equipped with the latest and best fixtures for the proper conduct of the business. The most completely equipped and most efficient department in this establishment is that devoted to the preparing of family and physicians' prescriptions and recipes; here nothing is left to chance or taken for granted; it is in the charge of fully qualified clerks and all prescriptions handled are doubly checked to avoid errors. Two competent and qualified clerks are employed.

JOSEPH GOANETTI.—Manufacturer of High Grade Cigars. No. 155 Main Street. This city has some unusually fine cigar stores and one of the most popular of them is that located at the above address, of which Joseph Goanetti is proprietor. This attractive and well stocked store has been located here for several years and has succeeded in building up and maintaining a fine, active patronage. The store itself is fitted up in an attractive manner, while the stocks carried are full and complete, including many popular brands in each line. Here one is sure to find his favorite brand of cigarettes and tobacco, as a fine variety is handled. This gentleman also manufactures some very popular brands of his own; among them should be mentioned, the "Hon. Sir Wilfred Laurier", a ten cent cigar, while the "Joe Beef", a favorite, gives extra good value at five cents. A popular specialty is also made of the "Candy Kid", which comes twelve in a box for thirty cents. Havana Puffs, 5 cts.



FACTORY OF THE E. H. FRIEDRICH COMPANY

E. H. FRIEDRICH COMPANY.—Manufacturers of Architectural Sheet Metal Work, Skylights, Metal Windows and Sash. No. 125, 130 Race Street and No. 73-75 Sargeant Street. This is one of the most important industrial concerns in the city or vicinity, being the largest and best of its kind in New England. It has been established in Holyoke for the past eighteen years and at the present time occupies a half block and is four stories high. This company makes a specialty of all kinds of sheet metal work for architectural purposes, including skylights, metal windows and sash. The shops are an interesting and instructive place to visit at all times, being fitted throughout with the latest tools and appliances. The products of this company have stood the test of time and wear wherever they have been installed and have given perfect satisfaction to patrons. They also do plumbing work and all kinds of roofing as a popular side line. A force of one hundred and forty men are employed and the product of this plant is sold throughout the New England States.

O'NEILL REAL ESTATE COMPANY.—Room No. 702, City National Bank Building. Dealers in Real Estate and Insurance. The real estate and general insurance agency conducted by Mr. L. A. O'Neill as Manager and Proprietor, is one of the leading and most reliable offices of its kind in the city. It has been established here for the past five years and enjoys an active and extensive patronage. All of the functions appertaining to the sale, purchase or exchange of city or suburban properties are efficiently performed, properties are taken in charge, rents collected and the owners' interests carefully safe-guarded. Mr. O'Neill also represents several of the best known and most reliable insurance companies and is prepared to write fire, life, accident and liability insurance in

any amounts. He has a fine office at the above address and is constantly endeavoring to improve his service to the public.

LYMAN'S MARKET.—Yahnig and Burnette, Proprietors. Dealers in All Kinds of Meats, Fish, Poultry and Vegetables. Nos. 794 and 596 Dwight Street. Foremost among the meat dealers of Holyoke, are the two gentlemen named above who have been the proprietors of this business since February 1st, 1911. The business itself has been in operation here since 1888 and to-day holds a place of reliability and fair dealing equal to any in the city. The stock carried is always fresh and of the best grades on the market, including beef, lamb, mutton, veal, pork, fish and poultry and vegetables in season. This store is always neatly kept and the stock is cared for in the best possible manner, with modern fixtures and appointments. The best sanitary measures prevail and a handsome display is made at all times. Sixteen people are required to care for the extensive daily trade and four wagons are constantly in use in taking and delivering orders in all parts of the city.

CITY NATIONAL BANK.—Building, Corner High and Appleton Streets. No financial institution occupying a similar field holds a higher reputation than does the City National Bank of Holyoke. The bank was incorporated in the year 1879, with a capital of \$200,000, but was reorganized and began business in its present form in 1888, when its capital was increased to \$500,000. Its fine condition to-day, therefore is the result of comparatively few years of effort and reflects great credit on its management. The



CITY NATIONAL BANK BUILDING



INTERIOR VIEW OF THE LYMAN MARKET

bank owns the building in which it is located, a handsome six-story structure in Indiana Limestone and Buff brick; its interior is elaborately finished and the different rooms are works of art as well as utility and are modern in every respect. At the present time the City National carries the accounts of many of the leading manufacturers and merchants of Holyoke and vicinity and enjoys every facility for transacting all business entrusted to its care with promptness and at minimum expense. Foreign and domestic exchange is bought and sold drafts drawn on all the principal cities of Europe and America, letters of credit issued, collections effected on all accessible points, while banks and bankers are offered every facility desired in a corresponding bank. Its officers at the present time are: President, C. Fayette Smith; Cashier, Charles A. Pike; the directors are: J. S. McElwain, Lemuel Sears, T. H. Fowler, C. W. Rider, C. F. Smith, W. H. Brooks, H. E. Gaylord, W. A. Prentiss and George S. Lewis, men whose names are synonymous with all that implies financial strength and an able and conservative management. The bank offers its patrons every courtesy and accommodation that is warranted by their responsibility and resources and is entitled to confidence and consideration from all who contemplate opening new or transferring old accounts. Capital stock \$500,000. Surplus and undivided profits, \$220,000; due depositors, \$1,132,815. Total resources, \$2,059,657.

HOTEL HAMILTON.—Main and Dwight Streets. Holyoke's Leading Hotel. Hart and Hickey, Proprietors. This hotel which is the pride of the citizens of Holyoke, combines in a perfect manner, every comfort, elegance and convenience. A hotel noted for its home comforts, for tourists. Excellent cuisine; superior service. Ideal headquarters while visiting the many interesting points almost at the very doors. This hotel has unrivalled accommodations for transients, and special attention is given to families stopping over for an hour, day or week. Electric cars pass the entrance every few minutes for all points. It has been in operation for a number of years and has become noted far and near for the splendid hospitality that it extends to its numerous guests. The house has recently undergone a change of management, Messrs. J. J. Hart and M. A. Hickey having assumed its management, in April of the current year. They are both experienced business men and form an ideal combination for the conduct of this enterprise. The extensive alterations contemplated are nearly completed including a complete renovation and refurnishing that places this house on a plan with the leading hotels of the country. Elaborate telephone system connecting every room with office and abroad.—Branch Exchange. In fact, nothing has been overlooked that will add to the comfort and convenience of its guests. The hotel is conducted on both the American and European plans. A finely equipped cafe is conducted for the convenience of those who prefer the European to the American plan. With all its phases of easy accessibility, modern conveniences and up-to-date in every respect. The new management serves a 50c luncheon from 12 to 2 o'clock and a full course table d'hôte dinner from 6 to 8. With music Sunday evening furnished by the Rockland trio orchestra. The rates are as follows:

European plan, Rooms..... \$1.00 per day and upwards.

American plan, \$2.50 per day and upwards.
The cafe and Ratskiller open from 6 o'clock in the morning until 12 midnight.



HOTEL HAMILTON

MECHANICS SAVINGS BANK.

—Corner Main and Dwight Streets. The conditions of the financial institutions of a community always affords an accurate reflex of the state of business in that section and in that connection it is safe to say that the bank mentioned above follows the general rule. It is one of the best known banks in the state and has been intimately connected with the business history of the city since its inception in the year 1872. The bank is nicely located on the corner of Main and Dwight Streets in the Hotel Hamilton Block, beautifully appointed quarters its interior is finished in striped Vermont Marble and antique bronze and is furnished throughout with mahogany furniture and fixtures. Since its incorporation in March 16, 1872, it has always been a well known fact to resident merchants and manufacturers that the management has always had the interests of Holyoke at heart and has acted with zeal and ability to advance such interests by all honorable means. Additional confidence has been inspired by the fact that its officers and trustees are made up of the

leading business and financial men of Holyoke. Its present officers are: President Lemuel Sears, who has been president of the bank since 1894; Vice-Presidents, Henry E. Gaylord, since 1905, Edward P. Bagg, since 1906 and E. W. Chapin, since 1907; Mr. Chapin has been connected with this institution since its inception. Treasurer I. E. Sawyer and Clerk, N. P. Avery. Three assistants are employed. Some idea of the general use made of the facilities for saving and for secure investments offered by this bank may be gained from the fact that, according to the statement of April 29, 1911, its total assets were \$3,083,129.43; its deposits \$2,824,996.29; the guarantee funds, \$119,290 and undivided profits \$138,843.14. The total dividends paid since organization have been \$1,484,457. Deposits placed at interest quarterly, the first of February, May, August and November. Dividends at 4 per cent. payable in May and November.

SPRINGFIELD PROVISION COMPANY.—Packers and Wholesale Dealers in Provisions. General Office and Packing House, Brightwood, Mass. This flourishing concern needs no extended introduction to the people of Holyoke, or indeed of New England, since it has been conducting operations throughout this territory for several years and their patronage and influence is steadily increasing. The local branch is located at No. 52 Main Street; six people are employed here and three teams are required to do the hauling and delivering. One man travels the adjoining territory in the interests of the company. The methods employed by this concern are in all cases the most approved and modern that have been devised. To enumerate all the different lines of provisions handled by this house would mean to include all the best and freshest of the offerings of the various seasons, coming from nearby as well as more distant sources of supply. Retailers from all parts of the state are supplied and the service is first class and efficient throughout. The trade of the Springfield Provision Company has always been conducted upon the principle of fair dealings to all. The large patronage which the firm enjoys has been built up through this method.



MAIN DINING ROOM OF THE HOTEL HAMILTON



CAFE DINING ROOM OF THE HOTEL HAMILTON

T. G. COOMBE AND COMPANY.—Bankers. Members New York Stock Exchange. Main Office, No. 100 Broadway. Local Office, No. 58 Suffolk Street. An important aid and convenience to financial interests is the banking and brokerage establishment of the well known New York firm of T. G. Coombe Company, members of the New York Stock Exchange, who have handsome and eligible office quarters at No. 58 Suffolk Street. This office has been established here for the past eight years and at present is under the efficient management of George W. Pike, who has been with the firm for the past nine years. This office is connected by direct private wires with New York and Boston Stock Exchange and also with the Chicago Board of Trade. This firm has been established for twelve years being formerly known as Malcolm and Coombe; it has had the present title for about a year. Manager Pike, a man who is well and favorably known in business circles, in conjunction with his principals, shows great skill in executing orders to the best interest of his patrons and is held in high esteem by the general public.

BALDWIN GARMENT COMPANY.—(Incorporated) Intimately connected with the growth of Holyoke in population, commerce and wealth, are her manufacturing interests. In this connection, it is necessary to make special mention of the Baldwin Garment Company, which has been established here for the past two years. It is an incorporated company and its officers are: President W. C. P. Baldwin, and Treasurer, Edmund C. Bliss. Their factory is located at No. 279 High Street, but the demands of their trade has necessitated larger and more convenient quarters and they will soon move to the Baker-Vauter Building, where they will have double the space. They are engaged here in the manufacture of a patent house garment, popularly known as the Baldwin "Four-in-one" Dress, made of percale and chambray. Their factory is a modern and up-to-date establishment with electric equipment throughout. They also operate the Boston Laundry at No. 21 North Street, East Cambridge, Mass., where they make a reversible butchers' coat. A force of from forty-five to fifty is employed here at the present time.

SAINTE-MARIE AND CHAREST.—Dealers in Furniture, Rugs, Stoves and General House Furnishings. Nos. 231 and 233 Main Street. Phone Call No. 1243. Holyoke has a number of well-stocked, up-to-date furniture houses, the city possessing the best of trading facilities along this line. A well known house in this line is that conducted by the firm mentioned above which was established here twenty-five years ago. The store is nicely located and consists of three large floors fully stocked with as fine an assortment of furniture and kindred lines as one could desire. These gentlemen handle the famous "Model" stoves and ranges, which are deservedly popular with the citizens of Holyoke. A specialty is also made of stove and range repairs. The policy of giving good values for money received has made this store a popular one in its line. All of the articles sold here are the products of reliable manufac-

turers and are dependable in quality and up-to-date in styles. Five assistants are employed.

J. G. HEIDNER.—Dealer in Pianos, Player Pianos, Organs and Musical Instruments. No. 412 High Street. Telephone Calls, No. 1120; Residence, No. 685. Here is a chance of a lifetime to purchase a good standard piano for cash or on terms to suit. Mr. Heidner has been engaged in this business in Holyoke for the past thirty years and enjoys the confidence and esteem of the public to a marked degree. He occupies five handsomely furnished rooms on the second floor at the above address where he has on hand at all times a fine line of pianos,

JOHN T. ROY COMPANY.—Manufacturers of Picture Frames and Dealers in Books and Stationery. No. 168 High Street. One of those places that is both profitable and agreeable to visit is that conducted by the company mentioned above. It is one of the oldest concerns of its kind in the city, having been established twenty-seven years ago, and the more fully its resources are tested the more conclusively will it be proven that it has no rival in its own particular field. The company is engaged in the manufacture of picture frames of all kinds and sizes and also carries a large and comprehensive stock of books and stationery, religious and church goods, jewelry and novelties. They also carry one of the finest assortments of souvenir post cards to be found in the city and maintain an active patronage in all these lines. Besides these lines they also carry one of the largest assortments of vocal and instrumental music sold at popular prices. Employment is given to a force of seven assistants. The building owned by this company is an attractive place to visit. The stock is one that appeals to all and its neat and pleasing arrangement is an added feature of attraction.

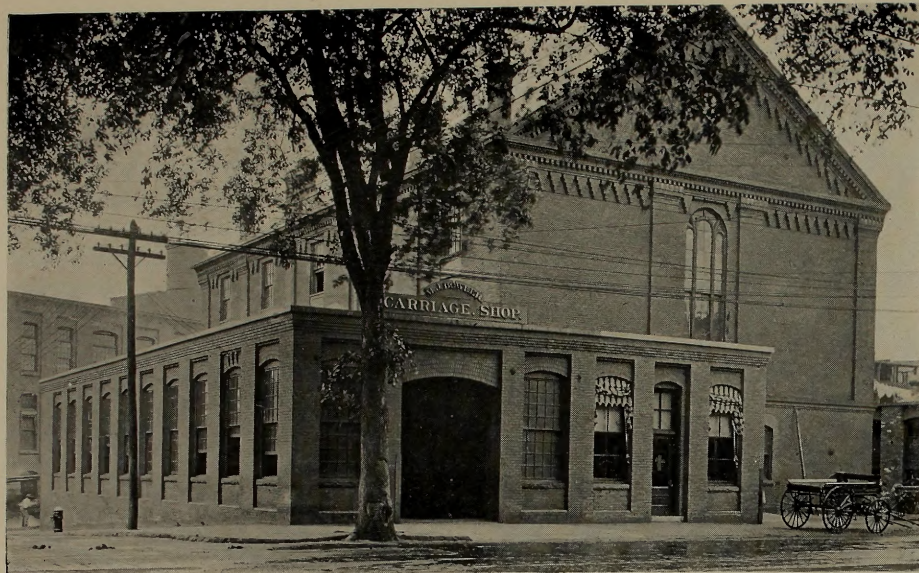
P. A. MAHONEY.—Apothecary. No 20 Suffolk Street, corner of Maple. The location of this modern establishment is a fine one for the business. It is a large corner building, well lighted and affording ample opportunity for the handsome and attractive displays that are always seen here. This pharmacy has been before the public of Holyoke for the past six years and no pains have been spared at any time to improve its service or to increase its efficiency. Everything appertaining to an up-to-date drug store may be found here at the most reasonable prices. Mr. Mahoney exercises special care in the selection of his stock and allows none but pure and strictly fresh supplies to be used. He handles some specially fine goods in the toilet and rubber lines. The prescription department is also a popular feature with this concern; only licensed men are employed here, so that promptness and accuracy are the characteristics of the service in this line. Four well informed assistants are employed, and the patronage is steadily increasing.

WOOLCRAFT SHOP.—George E. Clarenbach, Proprietor. Dealer in Men and Women's Suitings, Dress Goods and Novelties. This establishment enjoys the distinction of being the only one of its kind in the city. It is a recent addition to our mercantile circle, having been in operation here for only four months. The proprietor, Mr. Clarenbach, is a good business man of practical experience in his chosen line. He carries a large and well assorted stock of suitings and dress goods for men and women as well as novelties of different kinds. His stock is an interesting one, consisting of many exclusive designs in suitings, which are sold by the yard and in remnants, at popular prices. Mr. Clarenbach is quite a genius and is also able to do jewelry and watch repairing promptly and in a workmanlike manner. His store consists of two rooms which present an attractive appearance in the arrangement and display of the goods on sale.



THE ARMORY

player pianos, organs and other musical instruments all of standard makes. He rents instruments and if purchased, the rent is applied on the purchase price. His tuning and repair department is one of the largest and best equipped in the city. Two of his leading makes are the Becker and the Boardman and Gray, Hughes and Son, Stultz and Company and DeRivas and Harris. A specialty is also made of high grade sewing machines. All standard makes are repaired and all parts are kept in stock. New Drop Heads, standard machines, may be purchased here at from \$15 to \$45. New machines are rented by the week or month. Competent assistance is employed, all work is guaranteed and satisfaction is assured to all. One call will convince you, that you will save money buying here.



CARRIAGE SHOP OF M. J. BOWLER

M. J. BOWLER.—Manufacturer of High Grade Wagons, Drays and Trucks. Office and Works, No. 200 Main Street. The history of this representative industry dates back over a period of twenty years, having been established in the year 1891. Its record, since that time has been that of a successful, prosperous and well managed institution. It is easily the largest and best equipped wagon and truck manufactory in the state, comprising five floors and equipped throughout with all the modern machinery and labor saving devices. The building is 100 by 107 feet in dimensions and is equipped with an elevator running to all floors. Mr. Bowler is the sole owner of the concern. He manufactures wagons, drays and trucks, Concord Buggies and does painting, repairing, tireing and jobbing. This shop is also headquarters for Three-Bow Wagon Tops and Auxiliary wagon springs. A specialty is made of automobile repairing and painting. Thirty-two workmen are employed here. With its complete equipment, skilled workmen and modern methods of management, this concern has built up an active and ever widening circle of patronage throughout New England.

GAVIN AND MORIARTY.—Plumbing, Tinning and Heating. No. 468 High Street, Phone 1829. This popular business establishment has been in operation here for the past ten years and is one of the most efficient and best patronized plumbing concerns in the city. Fine plumbing, tinning, sheet metal work and heating of all kinds is done. The proprietors are experienced men in the business and they give their patrons the benefit of their experience in many ways. If you wish to install steam or hot water heating systems, they are the men to consult; ask them for estimates and you will be agreeably surprised at what you can procure for the money expended. With their competent force of twelve expert workmen and their fine equipment of modern tools and appliances, Messrs. Gavin and Moriarty are prepared to guarantee satisfaction with all work entrusted them. Jobbing of all kinds promptly attended to. This house is strictly reliable and honest and makes a point of doing the best possible for its patrons.

NEW ENGLAND DRY GOODS STORE.—D. Brodinsky, Proprietor. Dealer in All Kinds of Cotton, Woolen and Dress Goods. Nos. 92 and 94 High Street. Though it has been in operation here for only five years, the establishment has met with a success that is entirely in keeping with its modern methods, the high quality of the stock carried and the excellent service in general. The stock carried consists mainly of dress goods, including fine imported and domestic goods in cotton, woolen and silk. Mr. Brodinsky also makes a specialty of his fine line of furnishing goods and shoes for men and ladies. The greatest satisfaction and the lowest prices prevail at this store. Three clerks are required to wait on customers.

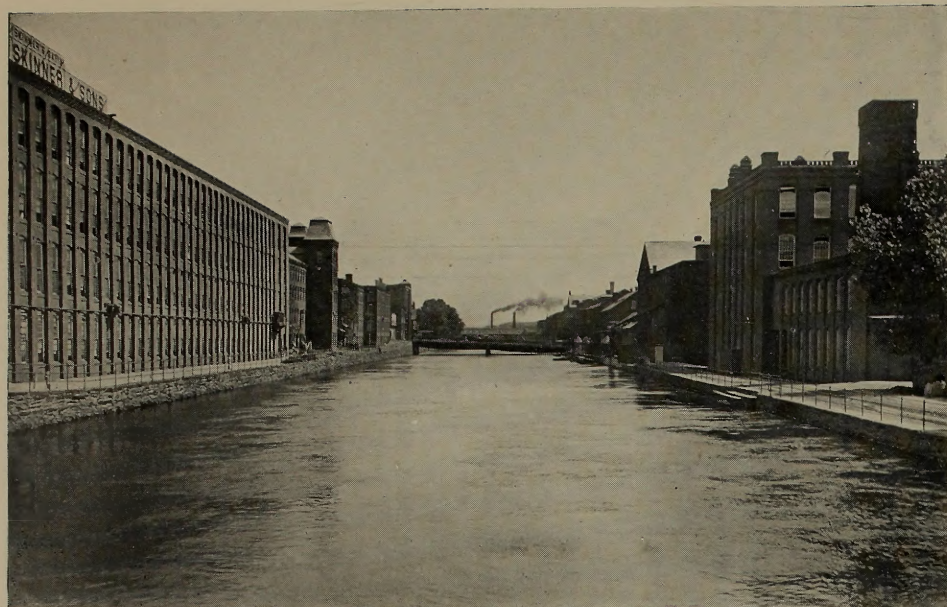
J. R. SMITH.—Holyoke's Hustling Grocer. Nos. 270, 272, 274 and 276 High Street. Smith Building, Home of the Board of Trade. Mr. Smith advertises "good things to eat". He might well add that his stock of staple and fancy groceries and provisions is the largest and most complete in the city. The store is in a fine business location and its interior is beautifully fitted up with modern store furniture and fixtures. The business has always been well known and popular during the years of its establishment here and to-day it upholds the same high principles of honesty and fair dealings with all that marked its policy at its inception. Only the standard brands of goods are carried here and the stock is always fresh and wholesome. Thirty-five people are required to conduct the ordinary operations of the store and delivery of purchases is made to all parts of the city and vicinity by means of eight wagons.

R. M. STARKWEATHER.—Dealer in Gas and Electric Appliances. No. 220 Maple Street. With the late increase in building operations in the city of Holyoke, there has been ample opportunity for the establishment of new concerns devoted to lines of business closely related to building, such as electrical work of all kinds. Worthy concerns of this nature are gladly welcomed and one of the noteworthy recent additions in this line is R. M. Starkweather, electrical contractor and dealer in gas and electric appliances. This business was established here in September, 1910 and has made a distinct hit with the citizens of the place. Mr. Starkweather does electric wiring, installs automatic and instantaneous water heaters as well as gas and electric fixtures of all kinds. He employs six expert workmen and has already completed in a satisfactory manner many important contracts in and about the city. The store is an attractive place with a varied assortment of these interesting and attractive articles. Mr. Starkweather is ready to guarantee satisfaction with all work done by him and will submit estimates upon application. He has a telephone installed, call Number, 2443.

D. J. O'BRIEN & COMPANY.—Clothiers. Corner Dwight and Front Streets. Clothing, Hats and General Furnishings. The clothes you wear have a remarkable influence in determining how your fellowmen "size you up". If you wear clothes from the O'Brien Company, you have the assurance that you are dressed right, that the garments fit you, are styled correctly and handsomely tailored. Here you can see the latest things in up-to-date men's clothing in a complete variety of styles and patterns. They believe in giving money's worth and move to build up trade.



THIRD LEVEL CANAL



FIRST LEVEL CANAL

THE FARR ALPACA COMPANY.—Manufacturers of Dress Goods, Linings, Etc. Holyoke is fortunate in having within its borders one of the largest concerns in the world engaged exclusively in the manufacture of worsted dress goods and coat linings. It was organized and incorporated under the state laws in the year 1873, with a capital stock of \$250,000. To meet the demands of the steadily growing business and to make the output meet the demand, large additions and improvements have been made from time to time, the plant now being one of Holyoke's representative employers of skilled labor on a large scale. The establishment produces worsted dress goods and coat linings, all wool cashmeres and henriettas, goods that are well known and in active demand in every state in the Union. They consume one thousand tons of cotton yarn and have an output of ninety thousand yards of fabrics a day. The officers present are: President, E. W. Chapin; Vice-President, C. W. Rider; Agent and Treasurer, F. H. Metcalf; Secretary, E. J. Meacham; Ass't. Superintendents, E. L. Alderman and Arthur Wood; Superintendents, W. W. Stearns and H. F. Metcalf; Selling Agent, H. C. Martin; Directors E. W. Chapin, C. W. Rider, J. Metcalf, F. H. Metcalf, W. D. Long, E. P. Bagg and H. C. Martin.

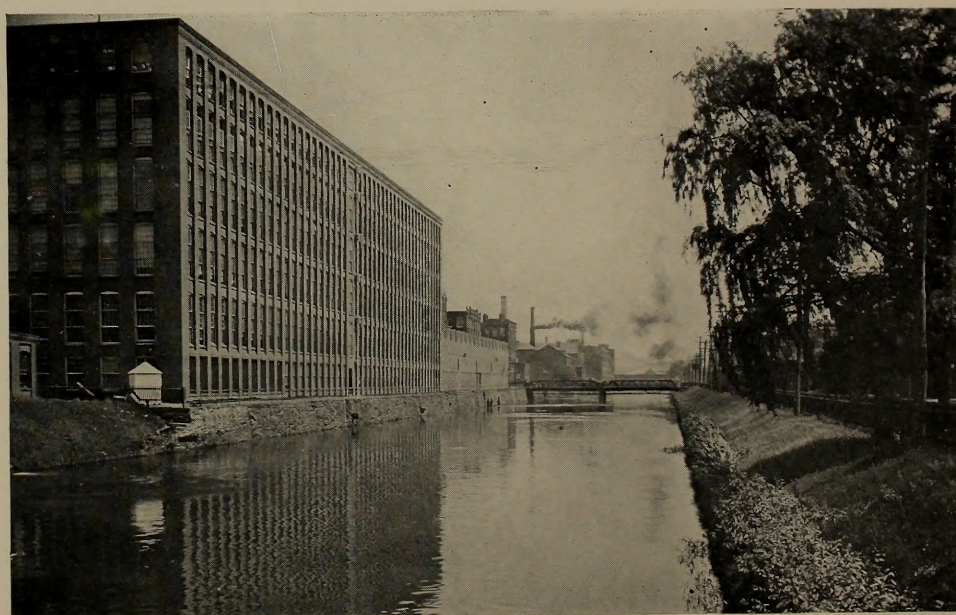
M. J. NORRIS.—Dealer in Meats, Groceries and Fish. No. 780 Dwight Street. This business has been in operation in the city since the year 1902, but has been conducted by the present proprietor, Mr. Norris, for four months only. However, in that short time, he has considerably increased the patronage of the store from the section in which it is located and his continued success seems as sure as any future event can be. His customers have already learned to rely on him for the truth concerning any article in his stock. He handles all the usual lines of heavy and fancy groceries, as well as fresh meats and fish. The store is equipped with excellent cold storage facilities for the proper care of the perishable portion of his stock. Such care is observed in cleanliness and in making an attractive appearance that the store is a pleasant place to visit at all times. Another fine feature of the business is the prompt filling and delivery of all orders, a telephone and delivery wagon being in use for this convenience to patrons.

DEMERS AND SON.—Studio. No. 207 Main Street. 'Phone Call, No. 1559. Have you a photograph of yourself that satisfies you? If you cannot answer this question in the affirmative you had better call at the Demers Studio at once; the proprietor, Mr. H. Demers, has something in photography to show you which will interest you. This modern and up-to-date establishment has been conducted here for the past twenty-four years, and has kept abreast of the times

in the application of the best and latest methods to their art. The building is nicely located and its interior is conveniently arranged and fully equipped with the most modern fixtures and appliances incident to the business. There are two floors, the ground floor being devoted to art and a most pleasing exhibition is made here at all times. The studio is on the second floor, where first class work in all lines is guaranteed. Children a specialty. Enlargements made from any picture and finished in crayon, pastel, India Ink or Water Colors.

C. E. WALKER AND COMPANY.—Dealers in High Grade Sporting Goods. No. 396 High Street. This is one of the most interesting and instructing places of its kind in the city and an inspection of its stock will repay anyone, whether he wishes to purchase or not. The firm, C. E. Walker and Company are special agents for A. C. Spaulding and Brothers, Draper and Maynard and the Victor Sporting goods, including such articles as bicycles, guns, ammunition and fishing tackle, as well as hardware, cutlery and gas mantles and fixtures. The displays which are made here are always interesting and attract much attention. Every article handled here carries with it an iron-clad guarantee for the protection of the consumer. The management is careful to handle only products that are made by responsible and reliable manufacturers and they are ready to stand back of every article in their stock. Two assistants are employed.

WILLIAM SKINNER AND SONS.—Silk Manufacturers. Holyoke, Mass. While not all of the phenomenal development of Holyoke in the past quarter century can be ascribed to the influence of the industry mentioned above, still it is perfectly safe to say that it has been an important factor in that rapid growth. Like many enterprises which have grown to large proportions, this one had its history of discouragement. The initial enterprise was almost annihilated by the flood in Williamsburg where it was located, in the year 1874. The original premises occupied in this place were modest in the extreme, but its products found an immediate recognition and since that time, its whole history has been one of improvement and development of capacity and efficiency. To-day the William Skinner & Sons' plant includes three of the largest mills in Holyoke, one of which extends from Appleton to Dwight Street and another large addition is soon to be added. The firm manufactures silks and braids, sleeve linings, silk serges, taffeta silks, mohair braids, machine twist, silk braids and sewing silks. They have offices in New York, Chicago and Philadelphia, and an active patronage derived from every state in the Union.



SECOND LEVEL CANAL

K. J. WOLSKI.—Dealer in Stationery, Office Supplies, Post Cards, Picture Frames and Novelties. No. 131 High Street. The extensive stock of modern and up-to-date goods in the lines mentioned above carried by this concern has been an agreeable surprise to many merchants and business men who have often despaired of getting office supplies when and as they were wanted. This business has been in operation here for the past three years and has attracted a fine, large class of patronage. Mr. Wolski deals in stationery, blank books, religious articles, pictures, frames and novelties of all kinds. He also makes a specialty of post cards and has an unusually fine line of views and souvenir cards. Mr. Wolski is also steamship ticket agent and offers his experience and service to all those who are contemplating an ocean voyage. Job printing is done here in a most satisfactory manner and the whole establishment is conducted according to modern and progressive methods.

H. SILVERMAN.—Dealer in All Kinds of Jewelry and Diamonds. No. 431 Dwight Street. Phone Call, No. 596. This most popular and well equipped jewelry store was established here about one year ago by the proprietor, Mr. Silverman. It met with immediate success and is already well known as the place where a first class quality of goods may be seen and where repair work is satisfactorily done at reasonable rates. Mr. Silverman is an experienced business man, having been formerly engaged in the fur business for twelve years. He is well known socially and well liked in mercantile circles, so that his success in this new undertaking is only what might have been expected. He carries also an extensive stock of leather goods and cutlery and always has an attractive display of goods on exhibition.

ALFRED GRIMARD.—Pool Rooms and Cigar Stand. No. 155 Main Street. The brands of "smokes" carried by Mr. Grimard in his establishment are not excelled by those of any similar concern in the city. He handles all the leading and most popular makes and in the four years of his establishment here, he has built up an active patronage and has a long list of steady customers. Besides cigars he also handles the best lines of tobacco and all the standard cigarettes. His pool rooms are roomy and pleasantly furnished and equipped. The tables in use are the products of the most reliable makers in the country and the rest of his equipment is well calculated for dispensing comfort and

entertainment among his patrons. Mr. Grimard is a good business man and a "hustler" in every sense of the word. He has built up a reputation for himself and has won a measure of success of which he may well be proud.

F. A. STONE.—Tailor. No. 347 High Street. As a hustler in the tailoring business, Mr. Stone has no superior, for in the ten years in which he has been established in Holyoke, he has built up a very fine patronage that sticks by him year after year.

and his competent assistance, he is ready to guarantee absolute satisfaction to patrons.

A. K. MacDONALD.—Manufacturing and Prescription Optician. Rooms No. 201 and 202, Phoenix Bldg. Phone Call, No. 1122. In a concern of this kind experience is one of the most important factors in its ultimate success or failure, because it is the one thing that inspires confidence in the minds of the public. In this respect, Mr. MacDonald, who opened his establishment in Holyoke about three months ago, is well equipped, or he has had seven years of active experience in the city of Providence, R. I., besides his fine preliminary training. He is a manufacturing optician and also makes a specialty of filling all oculists' prescriptions with promptness and accuracy. He occupies handsomely equipped parlors in the Phoenix Building which are strictly up-to-date in their appointments and appliances for the proper conduct of the business. Mr. MacDonald is prepared to give the best of scientific attention to all customers and solicits a fair share of patronage.

GEORGE E. MacINTYRE.—Fine Custom Tailoring. No. 281 Maple Street. Style and fit are the characteristics of the products of Holyoke tailoring establishments, particularly so of the garments turned out by G. E. MacIntyre who is in the business on Maple Street. This gentleman is familiar with all the details of the business as well as with its management. He has been connected with it for thirteen years having formerly conducted a shop in Hartford, Conn. The local shop was opened here in September, 1910, and has rapidly grown in efficiency and patronage. In his neat, well kept store he carries a large stock of imported and domestic woolsens in all the latest patterns and designs. The product is stylish in cut, well made and guaranteed

to fit. Among his patrons Mr. MacIntyre numbers some of the most carefully dressed men of the city and vicinity. Five able and experienced tailors are employed.

SOUTH HOLYOKE HARNESS SHOP.—August Felsentreger, Proprietor. Dealer in Harness, Blankets, Robes and Stable Supplies, No. 274 Main st. Mr. Felsentreger deals in harness, blankets, robes and stable supplies and makes a specialty of repairing, which is always neatly and promptly done. This man is a good judge of leather and his customers get the full benefit.



A VIEW IN MOUNTAIN PARK

His establishment is conducted on the principle of honest and reliable dealings with his patrons and this has been a potent factor in his success. The latest and most up-to-date woolsens may be found here in great variety and his styles are the last word in the fashion world, especially where good taste is appreciated. Mr. Stone is a practical tailor himself and also employs eleven competent journeymen. The reputation which he has established by ten years of patient and painstaking efforts safeguards all his customers against poor materials, or inferior workmanship. With his own experience, his modern methods of management

JOHN WYSZATYCKI.—Ladies' and Gents' Tailoring. No. 119 High Street. In speaking of the business interests of Holyoke, it would be out of keeping to omit the tailor establishment of Mr. Wyszatycki, which has been in successful operation here for the past six years. This gentleman is a practical tailor of many years experience and has built up a large and active patronage in this city. He is prepared to do all kinds of work in this line for both ladies and gentlemen, making a specialty of ladies work for which he is especially well equipped. He carries in stock a full and complete line of imported and domestic woollens, and with his force of fifteen expert workmen, he is prepared to guarantee satisfaction with all work entrusted to him. The store is nicely located and with its fine stock, modern fixtures, etc. is strictly up-to-date.

J. E. PROWLER.—Photographer, No. 343 High Street. Phone Call, No. 1406. The proprietor of this handsomely furnished studio is one of the best known patronized in the city. The business was formerly conducted by E. R. Taft and Company, but Mr. Prowler has been its proprietor for over six years. He has built up a fine reputation for himself and caters to an extensive and desirable class of patronage. He is a master of the photographer's art, being equipped with the best training and a wide experience. He makes a specialty of child portraiture and is expert in catching the little fellows in cute and characteristic poses. With a complete equipment that is excelled by few in the business, Mr. Prowler feels sure of giving the best of satisfaction. Information regarding styles and prices will be cheerfully furnished and courteous treatment is assured to all, whether they are purchasers or not. Two trained assistants are employed in this modern and up-to-date studio.

A. J. DUHAMEL.—Dealer in Coal and Wood, Flour, Hay and Grain. No. 306 Main Street. The coal trade is an important factor in the commercial activity of this city and a recognized leader in this branch is A. J. Duhamel. This gentleman originated this business here about ten years ago, and since that time it has held a leading position in more points than one. Mr. Duhamel deals in coal and wood, flour, feed, hay and grain. A special feature of this concern is its facilities for prompt delivery. Ten men are employed and five teams are in constant use delivering orders to all parts of the city, and they are kept on the run all the time.

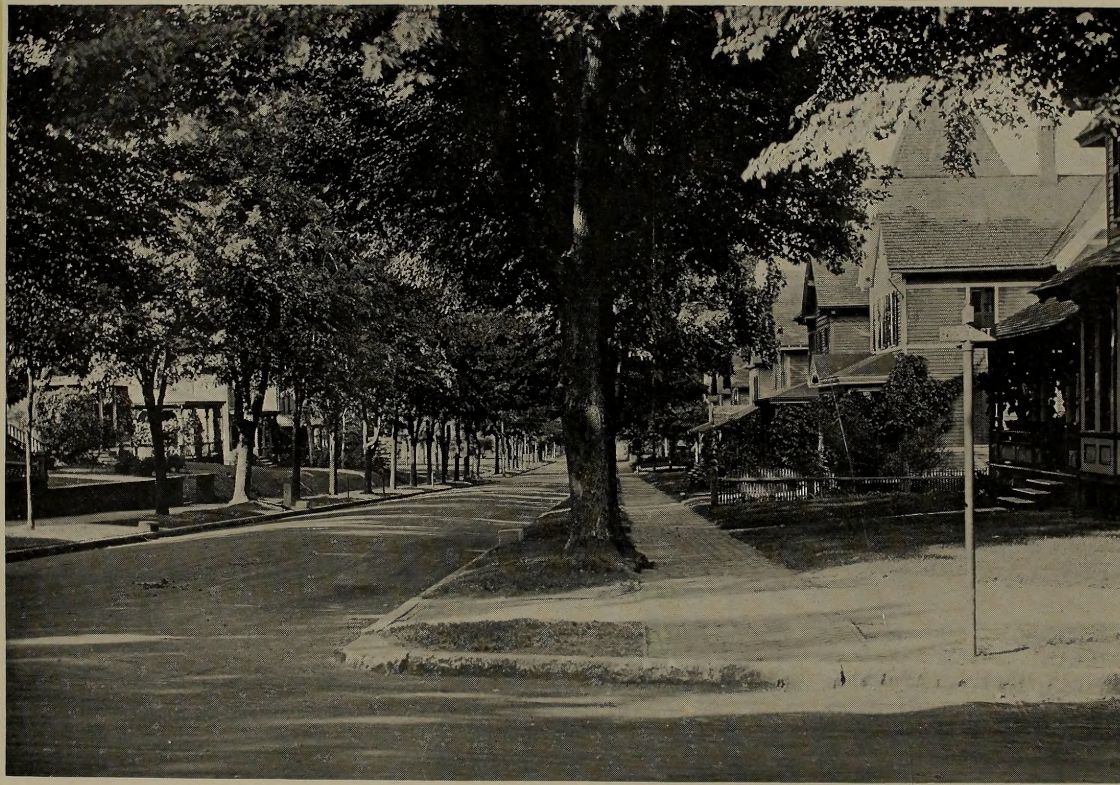
WILLIAM H. MOREHOUSE.—Transfer. No. 105 Main Street. Phone Call, No. 425, the office; No. 1663, residence and 1085, the Stable. This is one of the largest and best patronized concerns of its kind in this city or vicinity. It has been established here for seven years and as it has been adding to its capacity and facilities each year, it has now a most complete equipment in every respect for satisfactory service to the public. Mr. W. H. Morehouse, the proprietor, is an excellent business man of long experience in these lines. In the trucking line, he has thirteen teams, model vans and eighteen experienced workmen for hand-

L. A. TANGUAY.—Tailor. No. 356 High Street. A successful record of seventeen years in the tailoring business and an experience that takes in every detail of the art from start to finish, should certainly enable Mr. Tanguay to call himself with perfect justice, "Artist Tailor". He has been the proprietor of this concern for the past five years and deserves credit for the reputation for good work that he has established and the patronage that he has built up. The style and finish of the garments that form his output speak for themselves; the materials used in the making and the care exercised in the cutting and fitting make them stand out conspicuously from the ready made suits with which some men content themselves now-a-days. He carries a fine line of samples, containing all the latest patterns in fabrics and the best materials. He employs six competent assistants.

VERMONT MARBLE WORKS.—F. X. Dansereau, Proprietor. Manufacturer and Dealer in Marble and Granite Monuments. Main Office, No. 322 Main Street. This concern is one of the largest and best equipped of its kind in the city, and is always a point of interest to visitors. It has been established here since the year 1889 and has always maintained an excellent reputation. A large proportion of the most modern and up-to-date inventions and labor saving devices in this line may be seen in constant operation here. All kinds of work is done on monuments in a thorough and artistic manner. Mr. Dansereau is prepared to furnish tablets, head stones, enclosures, tiling, mantle pieces, statuary, marble window sills, caps, keystones, steps and building marble of all kinds, in any quantity and at short notice. A branch of this concern is also conducted at No. 855 South Main St. Fall River, Mass.

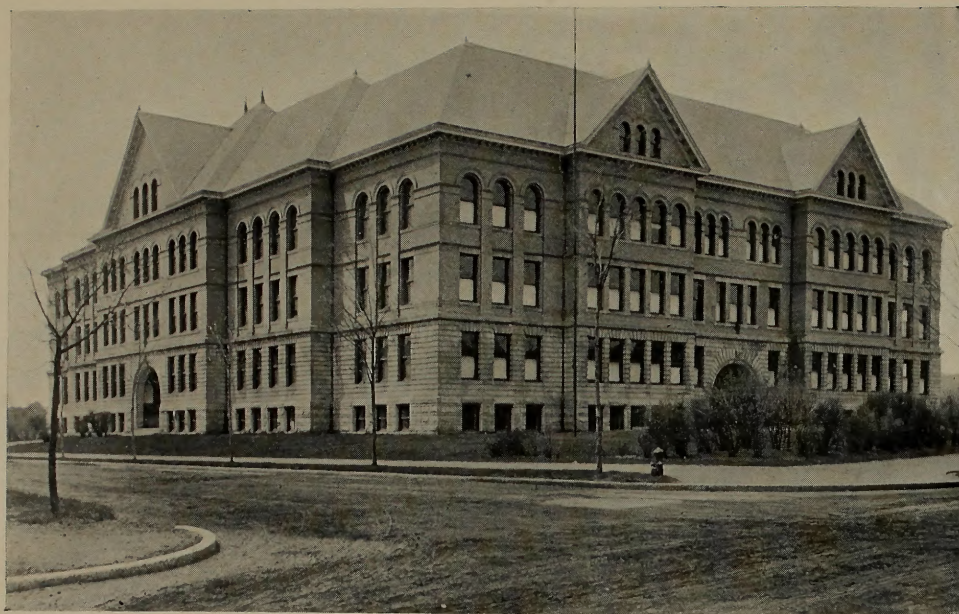
O'DONNELL'S FAMILY SHOE STORE.—No. 469 Dwight street. Phone Call, No. 1915. It is always safe to buy your shoes at O'Donnell's. It is well known that it is econ-

omical as well, for you are sure of getting a combination of good materials, fine workmanship and finish as well as stylish appearance and comfortable fit. The most famous brands of shoes are handled, including the Stetson shoe, the Signet for men, Mayfair for women and the Educator, the famous nature shaped shoe for men, women and children. Other lines are also carried and the two clerks employed here are always prepared to treat all callers with uniform courtesy. The fine displays of the different lines handled always attract much attention and will bear comparison with any similar exhibit in the city.



A RESIDENTIAL VIEW—PINE STREET

ling household goods or furniture of any kind as well as special apparatus for handling safes and pianos, or heavy machinery. In fact he is prepared for anything in this line, large or small. He is prepared to handle carload lots and make all deliveries promptly. His active experience and thorough equipment throughout, makes him reliable in every respect and satisfaction is guaranteed with his service. A 2-ton Auto Truck for out-of-town moving and quick delivery has been added to his equipment and it can be honestly and conscientiously said that Moorehouse's Transfers are on the move from morning until night.



HOLYOKE HIGH SCHOOL

JOHN H. DELANEY.—Interior Decorator. No. 261 Appleton Street. The man whose name heads this sketch stands in the front ranks of his profession. He is one of the leading fresco artists and designers in the city and fully sustains the high reputation which he enjoys. He does good work and a lot of it, drawing patronage from the city and the surrounding vicinity as well. He has been engaged in this business in Holyoke for the past six years and at the present time, employs from twenty to twenty-five men, according to the season. Mr. Delaney gives particular attention to interior work, such as frescoing, paper hanging and in fact mural decoration of every description. He has a fine large store on Appleton Street, where he carries at all times an extensive stock of foreign and domestic wall papers, paints, oils, varnishes and painters' supplies of all kinds. Estimates and designs are furnished upon application and all contracts undertaken by him will be performed with promptness and fidelity.

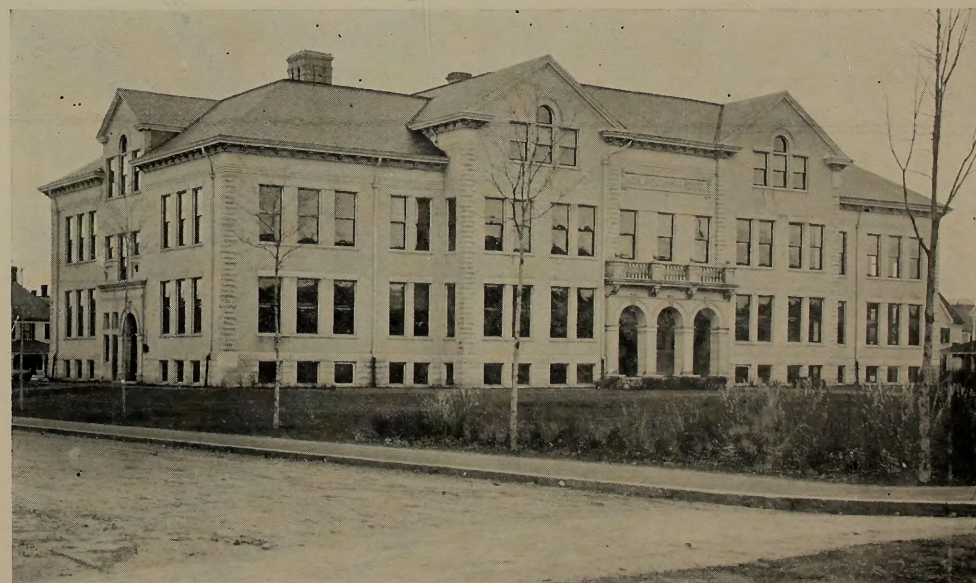
FRANK OCTO AND COMPANY.—Napoleon Desrosiers, Proprietor. Dealer in Stoves, Furniture, Etc. No. 63 to 75 High Street. Telephone Call, 1900. The active and extensive business transacted by Mr. Desrosiers, as an outfitter of homes, was inaugurated in this city in the year 1870, making this the forty-first year of its successful operation. The immense and comprehensive stock embraces everything appertaining to the furnishing of a home, from tableware up, and in styles and prices to suit the means of all customers. The goods handled include high and medium grades of furniture of all kinds, stoves, ranges, and in fact household goods of every description. He is sole agent for the Crawford Stoves and Ranges, which have found much favor among the citizens of Holyoke and vicinity. Eight courteous and well informed assistants are employed and two wagons are kept busy with the delivery of purchases to all parts of the city.

G. W. BURCH.—No. 496 High Street. Among the many retail establishments engaged in this business, few are better known or more thoroughly appreciated than the two conducted in this city by the gentleman named above. Besides the one mentioned above, there is also a branch store at 911 Hamden Street, both of which have become quite indispensable to the communities in which they are located. Mr. Burch is a fine business man and one with whom it is a pleasure to do business because of his absolute reliability. He was engaged in this business for fifteen years in Bridgeport, Conn., and knows how to cater to the demands of his patronage. He carries a full and complete stock of the best brands of heavy and fancy groceries and his name stands for the best qualities in the lines that he handles. Competent assistants are employed in both stores and promptness is one of the pleasing characteristics of his service to the public.

C. G. BURNHAM.—Dealer in Flour, Grain and Hay. No. 121 to 129 Main Street. Telephone call, No. 1041. Holyoke has an unusually large number of large wholesale establishments, due, no doubt, to her fine location and excellent railroad facilities. One of the leading wholesale concerns is the business conducted by C. G. Burnham on Main Street. This business was established here a quarter of a century ago and is devoted exclusively to the handling of flour, feeds, hay and grains. It is one of the largest and best equipped establishments of its kind in the state, occupying a whole block on Main Street with its buildings; its modern elevator has a capacity for 25,000 bushels and its facilities are especially adapted for handling western produce in carload lots, of which a specialty is made. Its trade is both wholesale and retail and its influence in this section of the state is rapidly increasing. Seven men are employed and two teams are kept busy in the delivery of purchases. Promptness and reliability are noticeable characteristics in every department and modern business methods are in use.

MARTIN J. JUDGE.—Dealer in Paper. Nos. 149 and 151 Main Street. Paper has come to mean so much in all modern industries that the handling of paper alone has become a business of great importance. Mr. Judge, the proprietor of this business, has been engaged in its conduct here for the past twenty-six years and is well acquainted with the demands of the trade. The business has always been a success and at the present time a long list of the most prominent manufacturers, merchants, business men, etc. depend upon this concern for their supplies in this line. Its facilities have never been so perfect nor its patronage so extensive as at the present time. Nine people are required to care for the orders, and three men are constantly on the road keeping in close touch with the wholesale trade throughout their territory which is a very extensive one.

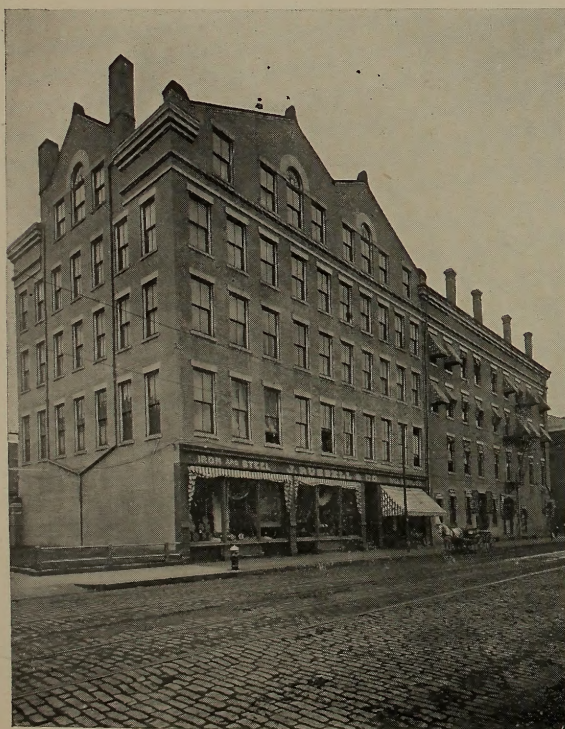
NATIONAL LAUNDRY.—Smith and Martin, Proprietors. No. 394-396 Main Street. Phone Call, 517. As a model of perfection for a sanitary and up-to-date equipped laundry, the city of Holyoke may well be proud of having in its midst such an institution as the National Laundry. Its proprietors, J. W. Smith and T. H. Martin, have brought to bear on this business a long experience, which they have combined with their own ideas of what a model and progressive laundry should be. They have been engaged in this business for the past eighteen years and have always enjoyed an active and extensive patronage from the city and vicinity. The plant is thoroughly equipped with modern machinery and appliances and the latest methods are adopted throughout. A well trained force of eighteen workmen is employed and the work goes through with the least friction, is done under sanitary conditions and with despatch, saving time, money and wear. Another pleasing feature of this establishment is promptness of delivery, two wagons and an auto being in commission for this part of the business.



HIGHLAND GRAMMAR SCHOOL



HOLYOKE BELTING COMPANY

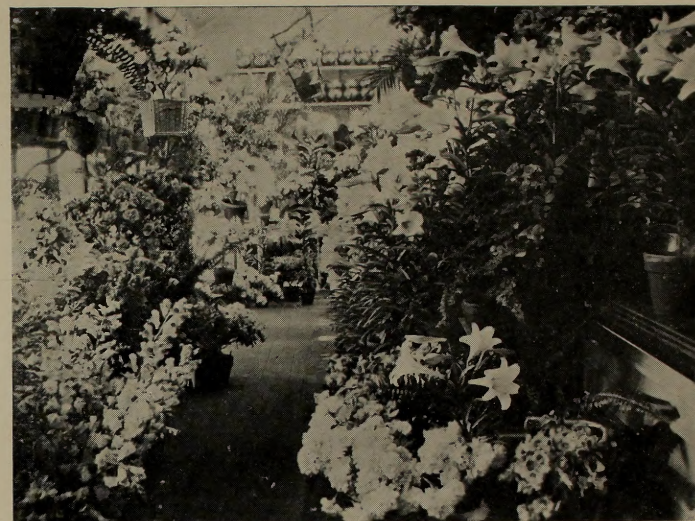


ESTABLISHMENT OF J. RUSSELL & CO.

HOLYOKE BELTING COMPANY.—Makers of Leather Belting. Holyoke has often been spoken of by the unthinking as a "one industry" town, referring to the paper industry. This is not true, for Holyoke has a great variety of large and small factories and mills employing from one hundred to several thousand hands. There naturally grows up around a great industry like the manufacture of paper, many minor and allied plants. There may be no real connection, yet they are the children of the great industry. The Holyoke Belting Company, for instance was one of the first of these and its product is universally considered to be among the best of the kind made. It was established here in the year 1868 and is one of the city's oldest and most firmly established concerns. They make oak tanned leather belting, submarine waterproof belting and round belting, lace leather and supplies; they make a specialty of their waterproof belting a product of considerable importance. The firm has an extensive patronage through the country, furnishing the mills with their supplies in these lines. The officials of the company are as follows: President, Theodore W. Kirkland; Vice-President, John W. Buckley; Treasurer, Harry D. Hanks; Secretary, Oren B. Smith and Superintendent, Charles F. Smith.

J. RUSSELL & COMPANY.—Hardware, Iron and Steel Mill Supplies. No. 361 Dwight Street and Nos. 20, 21, 22 and 23 Race Street. There are certain business houses in Holyoke which have been identified in a special manner with her progress and one of these is the firm mentioned above. It consists of Robert and Henry L. Russell and the business has been in operation here for over half a century. They are the original hardware store of this city. The business was started years ago by Snow & Doubleday, and later changed to the firm of Snow & Flanders. The concern of Snow & Flanders was bought out by Joel Russell along in the early 60's. Robert Russell, the senior member of the firm, has been in business thirty-six years. They are wholesale dealers, jobbers in hardware, iron and steel mill supplies, including cutlery, builders' hardware, fencing, farming tools, blacksmith supplies and wood working machinery. The trade of this concern is wholesale almost entirely and they have five men constantly on the road keeping in close touch with their wholesale trade. Twenty-five people are employed in all and the circle of influence is gradually widening throughout New England.

MAGNA AUTOMOBILE COMPANY.—Dealers in Automobiles, Supplies and Repairs. Corner Division and Railroad Streets. Phone Call, No. 1370. Automobilists who travel through Holyoke, Mass., will find much to commend in the enterprise conducted under the name of the Magna Automobile Company. It has been in operation here for the past eight years and at the present time offers unequalled facilities for repairs, storage and supplies. The proprietors are R. W. and J. N. Magna, far-sighted business men who have built up a profitable and enduring patronage. They are local distributors for the Stevens-Duryea, Buick, Everett Commercial Electric Trucks, Gramm Trucks and Detroit Electric Cars, machines that bear the reputation of being second to none in speed, durability and general excellence. All kinds of repairing, and vulcanizing are done, storage batteries charged and many other lines of work connected with automobiles. They also carry a most complete line of supplies. Five competent workmen are employed who are expert mechanics and in every way equipped for undertaking the repair of cars expeditiously and satisfactorily.



SALES ROOM OF HUMPHRY THE FLORIST

HUMPHRY, THE FLORIST.—No. 466 Dwight Street. This business was established here about twenty-five years and it has grown steadily from modest proportions to the present large and successful business. It has always held a fine reputation for the careful attention always given to the wants of customers and the fair dealing and courtesy shown to all. The trade is retail in character and consists largely of cut flowers and floral decorations of all kinds. Special attention is given to floral designs appropriate for any occasion; in this work, the proprietor shows unusual ability and originality in designing as well as fine taste in exquisite blending of colors. The store is well located for this business, with all the best devices for the proper care of the delicate stock.



GARAGE OF THE MANGA AUTOMOBILE CO.

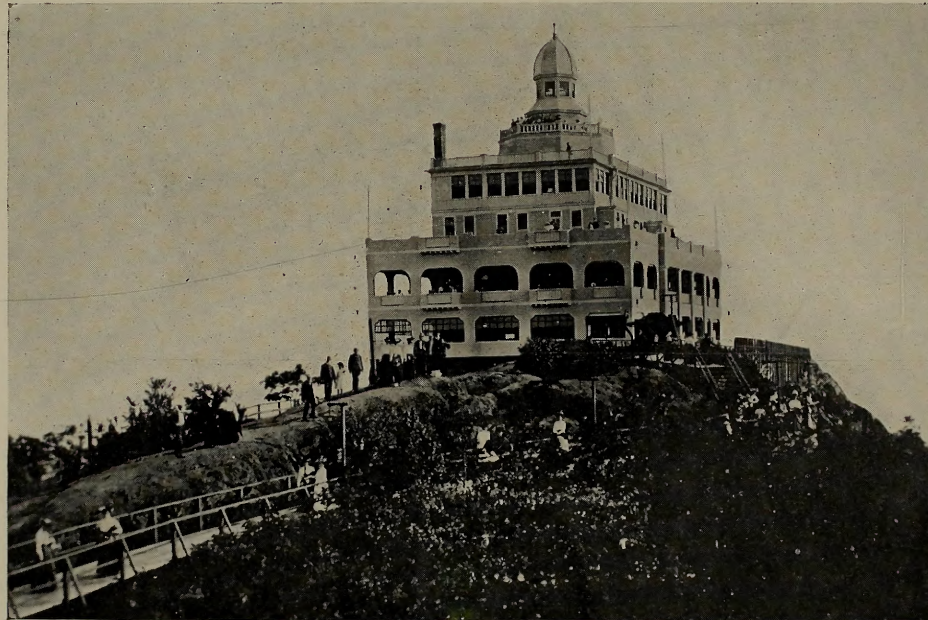
L. J. LAPORTE.—Druggist and Chemist. No. 660 High Street. Phone Call, 141. This establishment is one of the model stores of its kind in the city. It was established here in the year 1889 and is now conducted by L. J. Laporte. The store is nicely located for the business and its interior is well equipped with modern fixtures and furniture. A specialty is made here of the preparation of prescriptions and only competent and fully qualified men are employed for this work. The assortment of drugs and chemicals for use in their composition is always selected with the greatest care and obtained from the most reliable sources. A fine assortment of toilet articles, together with cigars and candies are strong attractions to the public and worthy of the attention of every discriminating purchaser. A full line of the standard proprietary medicines and remedies is also handled and in fact every article that is usually found in a first class establishment of this kind.

THE QUINCY HOUSE.—Madame H. Smith, Proprietress. No. 109 and 111 Main Street. Phone Call, 841-14. During the fifteen years in which the Quincy House has been established here it has worked itself into public favor as a most hospitable house where all the comforts of home may be enjoyed and where the automobilist or traveling man may find a place to rest and enjoy a meal that cannot be excelled in the city at the price. It has built a fine patronage and a lasting reputation for the best and most service for the money. The fourteen guest rooms that are in use are comfortably furnished and well heated and lighted and are kept clean and neat; they may be rented at the most reasonable rates, either by the day or week. Both the American and European plans prevail and the rates are most reasonable. With its fine location, its complete equipment throughout, the service of this hotel is modern and efficient in every respect.

THE NEW YORK BARGAIN CLOTHING STORE.—P. Goldstein, Proprietor. No. 120 High Street. Holyoke is noted for the substantial qualities of its local retail trade, especially in all that pertains to wearing apparel. The prosperous and progressive people of this city demand and appreciate good articles and good service and these requirements are well met by local enterprise. One of the finest lines of furnishing goods for men, boys and children is that carried by Mr. Goldstein in his fine store on High Street. This business has been established in Holyoke for the past six years and caters to an active and influential patronage. This store is always well stocked with the finest makes of furnishing goods, hats, caps, boots, shoes, rubbers, etc., for men and boys, making a specialty of the fashionable styles and the latest novelties in men's furnishings. The store is well

known for its reliable dealing, its motto being "a square deal always or your money back." Mr. Goldstein is actively engaged in the business himself and employs two assistants.

MRS. J. L. FIMBEL.—Dealer in Fine Millinery. No. 261 Main Street. This place of business has been open to the public for the past three years and now enjoys one of the finest and most exclusive millinery trades in the city. Mrs. Fimbel, the proprietress is an expert milliner, and with her up-to-date equipment in every department, is able to guarantee satisfaction in all lines of the milliner's art. Her shop is nicely located, its interior



SUMMIT HOUSE ON MT. TOM

is well arranged and contains an excellent display of hats, both trimmed and untrimmed and a full line of ladies' goods, veiling, trimmings, feathers, flowers, foliage, etc. She does a fine business and caters to a desirable class of custom. Fine taste is always shown in the arrangement of the goods on sale. The prices which prevail here are unusually low, considering the fine qualities and the fifteen competent assistants employed. The fixtures of the store are strictly modern in every respect and admit an excellent display. Special attention is paid to the order department, with a positive guarantee of artistic work and promptness of execution. Mrs. Fimbel is always pleased to have you call and inspect the styles, which are always daintily displayed.

POLSKI HOTEL.—J. K. Kawecki, Proprietor. No. 130 High Street. The Polski Hotel, efficiently managed, thoroughly equipped with modern appointments and conveniently located, has come to be one of the most popular and best patronized hotels in this part of the city. It has been established here for several years and much credit is due to its hustling proprietor, for the success that he has won. He is untiring in his efforts to please his guests and to cater to all their wants. There are twenty-four guest rooms here, all nicely furnished and well cared for. There is also a restaurant connected with the hotel, where good wholesome and well cooked meals are served at all hours of the day. The service in both departments is excellent the rates are reasonable. With these advantages, it is safe to say that Mr. Kawecki is deserving of an active patronage.

A. J. RAND.—Jeweler and Optician. No. 301 Appleton Street, near Y. M. C. A. This well known gentleman is Holyoke's oldest established and most reliable jeweler. The business had its inception here in the year 1878, making this the thirty-third year of its prosperous history. The store is one of the most attractive ones in the city, with its large display windows always tastefully dressed, its up-to-date wall cabinets and plate glass counter cases. The store is fully stocked with an unusually fine line of jewelry, watches, diamonds, cut glass, sterling and plated ware, etc.; it has a fine name also for the efficient repair of all jewelry, watches, etc. Four assistants are employed in this place and polite attention is granted every caller.

SPRAFFORD'S LUNCH.—Walcott Sprafford, Proprietor. No. 398 High Street. Drop in at Sprafford's Lunch at any time; no matter how early you may be starting out or how late your train may have got in; you will always find it ready to serve you instantly with delicious and healthful things to eat, at the very lowest prices for which they can possibly be sold. Here the air is cool, the food is prepared in accordance with modern culinary methods and under sanitary precautions and the prices are very moderate.

DR. T. D. McQUILLAN.—Chiropodist. Room No. 514 Realty Trust Building. No. 225 High Street, Telephone, No. 1180. This is the only establishment in town devoted exclusively to chiropody and as such has attracted favorable comment and an active patronage. He is well experienced for the successful pursuit of his profession and his apartments are nicely furnished and contain a fine equipment of all the special instruments and appliances incident to the profession. Mr. McQuillan exercises special care in all sanitary precautions and all instruments are sterilized both before and after use.

CUNNINGHAM AND COMPANY.—Wholesale and Retail Liquor Dealers. Nos. 306 and 308 High Street. To those who are acquainted with the standing of the principal mercantile establishments of Holyoke, the leading position of this house in its line is a matter of common knowledge. To others who are not so well informed a visit to the place of business and an inspection of the fine stock of goods handled here will convey a good idea of its importance. Cunningham and Company are extensive importers of wines, gins and brandies, and are also wholesale and retail dealers in whiskies, ales and liquors of the best brands. They have been engaged successfully in this business ever since the date of its establishment twenty years ago. A specialty of supplying fine goods to clubs, restaurants, hotels and other first-class consumers, in which branch of the business they are known to excel. They also have a handsomely appointed bar, where they supply an active trade at retail. Competent assistants are employed and courtesy and consideration is extended to all.

THE TOGGERY SHOP.—C. R. Dunbar and Company, Proprietors, T. N. Murray, Mgr. Dealers in Men's Furnishings. No. 302 High Street. This company is one of the hustlers in the haberdashery and gents' furnishing goods line in the city of Holyoke. Its flourishing business has been in operation here for the past ten years and in that time it has made a host of friends who by their staunch and loyal patronage have contributed largely to its success. These ten years of strenuous and lively competition with stores of its class have made this one wide-awake and very much alive to up-to-date lines of goods and progressive methods. Eternal vigilance is exercised by Mr. Murray in the selection of his stock and discriminating buyers may feel assured that any goods purchased at this store will be up-to-date in styles and patterns and the prices are right. The leading makes of hats, neckwear, hosiery, gloves, underwear, etc. are well represented here in a choice and varied assortment. The store is in a good location for business and presents a neat and attractive appearance at all times, with its complete equipment of modern fixtures and furniture.



INTERIOR OF THE TOGGERY SHOP



CUNNINGHAM BUILDING

THE FRANKLIN RESTAURANT.—Radeliffe Building, Suffolk St. C. R. Dunbar, Proprietor, E. G. White, Manager. This is easily the largest and best equipped concern of its kind in Holyoke. It has been established since 1907, and moved into its present location a little over a year ago, having outgrown its former location in the Senior Bldg.

This restaurant is centrally located, has a seating capacity for one hundred people and is fitted up in an elegant and inviting manner with modern fixtures and furniture. All dishes are prepared with skill and in accordance with the best methods known to the culinary art and that too, from the freshest foodstuffs that the market affords. Oysters are served in every style in season as well as steaks, chops, fish, vegetables and a long line of miscellaneous dishes. With its new location in the Raddiffe bldg., its modern fixtures and equipment and its efficient corps of eight courteous waitresses, this restaurant offers service that cannot be excelled.

DUNBAR MOTOR COMPANY.—Sole distributors for the Elmore Automobile in Western Massachusetts, Northern Connecticut and Southern Vermont. No. 490 Dwight Street. Characteristic of the enterprise of Holyoke is the up-to-date establishment mentioned above, of which Mr. C. R. Dunbar is the proprietor. The Dunbar Motor Company was established in the year 1907 and since that

time has expanded and a branch opened at No. 31 Dwight Street, Springfield. This company makes a specialty of the Elmore Automobile one of the highest quality cars on the market to-day. The sale of this popular car has brought an active patronage and the outlook for the future is very bright. The Elmore car has become popular through their reliability in all tests and have undergone some of the severest ever made. The Dunbar Motor Company's garage is equipped with all the most modern appliances considered necessary to a business of this character and all work is done in the most expert manner, only the best skilled workmen being employed.

E. J. MAINVILLE. Custom Tailor. No. 304 High Street. Telephone Call, No. 559. The well dressed man in Holyoke knows just where to go to get the best satisfaction out of his apparel and it is for this reason that Mr. Mainville has such an active patronage among the swell dressers of the city. He conducts a first class tailoring establishment which has been in operation here for the past three years. It is the aim of the proprietor to make his business the equal of any similar concern in the city, regarding both quality and workmanship as well as modern methods. A force of nine skillful cutters, designers and makers is employed and special pains is taken by the proprietor to keep informed with all the latest requirements of fashion. A large stock of seasonable goods of both foreign and domestic weaves is carried, all of which are cut, when specified by the customer, in the latest English or American styles, as preferred.

A. LEVINE & COMPANY.—Dealers in Dry Goods. No. 377 Main Street. The house of A. Levine & Company has claims upon the attention of the public that are possessed by few local concerns. They are widely known to the public as the New York Store and are dealers in dry and fancy goods, notions, cloaks, suits, etc. They have been established twenty-one years and have always been known for honorable business dealings and have gained an active and extensive patronage among the people of Holyoke and the vicinity.



THE FRANKLIN RESTAURANT

HOLYOKE PUBLIC MARKET.—H. Isenberg and Company, Proprietors. Dealers in Meats, Groceries, Fish and Fruit. 215 and 217 High Street. The concern mentioned above opened its doors to the public about four years ago and since that time it has met with a patronage that has been very active and has grown constantly. It has now on its lists many of the leading families throughout the city. The proprietor, Mr. Isenberg, is a thorough business man, up-to-date in his methods and always gives the business his close personal attention. He carries a full line of all groceries and family provisions, which are warranted to be of the best quality and strictly fresh. A specialty is also made of meats, fruits and fish and the store is fully equipped with the best facilities for caring for this perishable stock in the proper manner. Butter, cheese and eggs are also special features in the goods handled in this store and are always fresh and inviting. Promptness is a pleasing characteristic of the conduct of the business. Twenty assistants are employed and five wagons are in constant use, taking and delivering orders in all parts of the city.

THE ELY LUMBER COMPANY.—The success of every industrial undertaking depends largely upon the experience and executive ability of the men composing its management. On this ground, the Ely Lumber Company possesses advantages not often found in similar organizations. The business was started in this city about thirty years ago under the title of Watson Ely & Son. It became incorporated under the present name in 1898 with a capital of \$40,000 and the following officers: President, Franklin W. Ely; Treasurer, George S. Lewis, and L. A. Williston Secretary and Manager. They are men of experience, sagacious and far-sighted in business. The location of their plant is an ideal one for the business in hand; they have a railroad frontage for the whole length on one side and one of the principal commercial streets of the city on the other. In all the plant covers about 80,000 square feet of space and the planing and mouldings have an up-to-date equipment in the latest machinery and labor saving devices. Among other things produced are mouldings of all kinds, chests, water tanks, dye tubs, sashes, doors, blinds, window frames, etc. and they also make a specialty of all inside



HOLYOKE PUBLIC MARKET

finish, cabinet and mill work. Lumber of all grades and varieties is received in carload lots and an active patronage is maintained.

THE MAPLEWOOD.—Holyoke's Family Hotel. E. L. Alderman, Prop. Situated in the heart of the city midst quiet surroundings, The

Maplewood offers to the wayfarer the best of accommodations in the moderate price hotel and one where the general surroundings bespeak the best of hospitality and an air of comfort and homeliness prevails at all times. The house is conducted on the American European plan with a moderate weekly rate and the cuisine is all that could be desired. The building is one of the most substantial in the city with every modern improvement installed, having sixty large well furnished rooms both single and en suite and a large dining room capable of seating seventy-five people.

To the commercial man or tourist the Maplewood offers all that is best to the sojourner in Holyoke and located as it is at the corner of Maple and Essex Streets, opposite the Public Library it is convenient to all points, and no guest who

has ever entered its portals for a protracted stay but what leaves it with regret.

WHITMORE MANUFACTURING COMPANY.—Manufacturers of Paper and Cardboard. No. 28 Appleton Street. The great natural advantages of Holyoke together with the well known enterprise of her representative manufacturers and business men account for the remarkable development of industries in this city. A distinctive branch of industry and one in which Holyoke leads the state is ably represented here by the Whitmore Manufacturing Company, which is devoted to the production of paper. It was organized in 1881 and a few years ago became incorporated with a capital stock of \$125,000. The executive officers of the company are Charles H. Davenport, President and F. D. Heywood Treasurer. Their output includes the best quality Surface Coated Paper especially prepared for steam lithographic press work, enameled cover papers and cardboard both white and colored, adapted for all purposes. Quality has always been the first consideration with the management and careful attention is always given to the selection of all materials. At the outset, this company speedily gained the recognition and patronage of the best class of trade all over the United States and once introduced into any section, their goods have rapidly enlarged their sales strictly on their merits.

CAPLANS JEWELRY STORE.—406 High Street, next to the La France Hotel, opposite the Empire Theatre. The store conducted at the above address is one of the most up-to-date in the city, and a full line of diamonds, watches, clocks, jewelry and silverware is carried. They are experienced jewelers and watchmakers and are specialists on Swiss and English watches. The store is very neatly arranged and the general stock carried is large enough to accommodate a wide range of choice in their various lines. The business is conducted under the most progressive methods and the greatest reliance can be placed on all goods purchased here to be as they are represented. Through these methods the firm owes the fine success which has been accorded it from the beginning.



PLANT OF THE ELY LUMBER COMPANY



WHITMORE MANUFACTURING COMPANY

H. KESSLER.—Tailor. No. 317 High Street. Few establishments in the city are conducted on a more systematic basis than the one mentioned above. It has been established here for the past ten years and appeals especially to the class of well dressed men, who are particular and who know what they want in the clothing line. Mr. Kessler is ready and able to supply those wants and if you don't quite know what you wish, he has one of the finest lines of samples in the city to show you and with his expert knowledge of the latest styles and fashions, is ready to aid you with advice and suggestions. His tailoring organization as a whole is unquestionably without a superior in the city or vicinity. His workroom, 30 by 100 feet in dimensions, is the largest and best equipped, and his force of experienced and competent workmen bring to their work an individuality of style that few tailors can equal. No garment is permitted to leave this shop that does not conform in every particular to the perfection of detail that identifies Kessler Clothes.

J. N. AUTHIER.—The Up-To-Date Shoe Dealer. No. 343 Main Street. It may readily be imagined that the boot and shoe trade is one of vast importance in a city like Holyoke and one of the leaders in supplying the demand in this line is the store conducted by J. N. Authier at the above address. This gentleman is completing the seventeenth year of his establishment here and has had a most prosperous career. It has been an important part of his policy never to misrepresent any article of his stock and his reputation for honesty and integrity in business has therefore never been jeopardized. He carries an extensive stock of the best makes of shoes and specializes in the best grades of healthful footwear for women and children. Besides shoes he also handles suit cases, traveling bags and trunks, the products of some of the most reliable makers in the country. He conducts a well equipped repair shop where shoes are repaired promptly and skillfully. Three competent assistants are employed.

A. R. VINCENT.—Pharmacist. No. 337 Main Street, corner Cabot. Prominent in the city's progress in the field of pharmacy, stands the concern mentioned above. It has been established here for the past eighteen years and stands to-day fully abreast of the advancement of the age both as to the tasty and attractive appearance and the completeness of the stock carried. This stock embraces every article that to-day appertains to a modern first-class drug store. The care exercised in the selection of the stock enables the proprietor to guarantee the purity and quality, while the close and zealous attention devoted to the management insures the public a service that cannot be surpassed in promptness and reliability. A predominant feature of the business is the prescription depart-

ment which is in the hands of licensed pharmacists, who are fully qualified, cautious and precise. The store has a fine corner location, is well lighted and fine display facilities which are made the most of by the proprietor. Seven competent and courteous assistants are employed.

WILLIAM & MATTHES.—Dealer in Complete Household Goods. No. 433-435 Main Street. To persons furnishing or refurnishing houses or apartments in the city or country, this establishment offers exceptional opportunities in the various departments of housefurnishings and decorations in one of the most

low figures. A force of five courteous and accommodating salespeople is employed and prompt delivery of purchases is made by means of a wagon.

IDEAL BAKERY.—Thomas Moriarty, Proprietor. Dealer in Fancy Bread and Pastry. No. 100 Sargeant Street. The proprietor of this establishment has been conducting this business in Holyoke for the past two years and is making a success of it, having attracted a large and exclusive patronage. The results of his energy and integrity are plainly to be seen in the fine up-to-date store and the attractive line of baked goods that he handles. He has a happy faculty of making and holding friends, and the circle of his operation in this line is constantly increasing. He has a fine establishment, well located and completely equipped throughout for the proper conduct of the business. The bake-shop is a model of neatness and sanitary conditions and inspection of the methods employed is invited. He handles all the usual lines of bakery and always makes a tempting display of the eatables on sale. He employs several competent assistants.

PALACE GARAGE.—William Engel, Proprietor. No. 18 Division Street. Telephone Calls, Garage, 2005; Residence, 1314. Automobilists of this section as well as tourists will find no better place to secure supplies, repairs, storage or other up-to-date accommodations than at the Palace Garage on Division Street. It has been established here for about a year and has complete and modern facilities for the best service to the public. As to storage accommodation the building is one of few absolutely fire-proof edifices of its kind in this section; it is centrally located and contains 10,800 square feet floor space. All kinds of repairing and vulcanizing are done and in fact the twelve employees are all expert workmen and are in every way qualified to undertake the repair of cars expeditiously and satisfactorily. Mr. Engel also carries a full line of standard automobile supplies of every description.

Special attention and every possible courtesy is extended tourists.

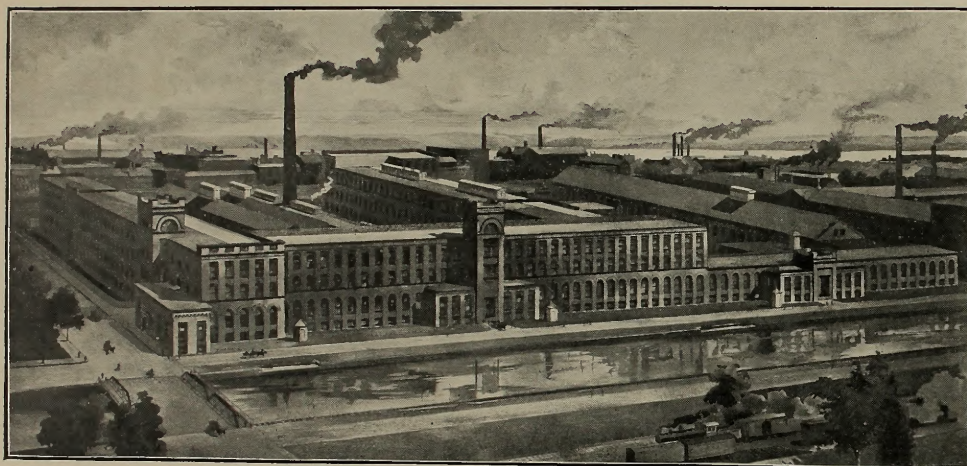
NAPOLEON BAIL & COMPANY.—Shoe Dealers and Repairers. No. 154 High St. An extensive business is made of repairing shoes in accordance with the most modern methods. Prompt and satisfactory work may be safely guaranteed. Mr. Bail, the proprietor, is a successful merchant and a respected citizen. Besides repairing shoes, he also handles an extensive line of the best makes of shoes and caters to a fine patronage in this line. Twelve expert workmen are employed in this shop. It is well known as the largest shoe repair shop in the city.



RESERVOIR LAKE

complete and comprehensive showings to be found in this city. It has been in operation here since the year 1884, making this the twenty-seventh year of its successful career. The premises occupied consist of a large double store, in which an enormous stock of desirable household goods is arranged in a neat and convenient manner. Mr. Matthes handles household goods adapted to the furnishing of all rooms of the home from the kitchen to the parlor. One of his leaders is the famous Hub stoves and ranges, which have given universal satisfaction wherever they have been introduced. He also makes a popular specialty of his five and ten cent department, where a great variety of useful and ornamental articles for the home is offered at these

PARSONS PAPER COMPANY.—Manufacturers of Bond, Ledger and Linen Paper. The elements of industrial and commercial success are seldom found in happier combination than in the case of the Parsons Paper Company of Holyoke, Mass. This company enjoys the distinction of being the oldest paper mill in the city; it was established here in the year 1853, and through all these years it has been steadily increasing its facilities and widening the circle of its operations. Quality has always been a first consideration with the management and their products stand to-day with no superiors in the world, manufactured of the best materials procurable, under ideal conditions of equipment and management and of uniform, dependable quality. They have the largest and best equipped paper mill in the world devoted entirely to the manufacture of ledgers, bonds and linen papers. Here is made the famous Scotch Linen ledger paper, which is the result of years of study and experimentation and is one of the leading and first class ledger papers in the world. In addition to this well known line, they also manufacture Parsons Linen, Parsons Defendum Linen Ledger, Old Hampden Bond, and Parsons Parchment Bristol. "Quality rather than quantity" has always been the motto of this company and a strict adherence to this principle has made their product the standard of merit in paper manufacturing.



PLANT OF THE PARSONS PAPER CO.

J. C. TORMEY.—Dealer in Groceries and Provisions. No. 781 Dwight, Corner of Pine Street. 'Phone Call, 105-9. This store is conducted by Mr. Tormey as one of the most reliable establishments of its kind in Holyoke. It has been in operation here for the past four years and during that time, the proprietor has shown himself capable of managing his store in the most successful manner and of constantly building up his patronage. The stock carried comprises the usual lines of staple and fancy groceries, a specialty being made of high grade teas and coffees as well as canned and bottled goods. Mr. Tormey also deals in the best grades of beef, pork, lamb, veal and poultry and uses the greatest precautions in the care of his stock, that the interests of his patrons may be safeguarded in every possible manner.

THE BULLARD-CONNOR COMPANY.—Manufacturers, Commission Merchants and Jobbers. This is the leading establishment of its kind in the city and has always held a fine reputation for fine service and modern methods ever since its establishment here fifteen years ago. For the past two years, R. E. Bullard has been the sole proprietor. The business of the concern consists in the manufacture of hosiery, underwear, stationery and notion specialties as well as handling these goods on a commission basis. The business is conducted on a wholesale basis and an active patronage is maintained throughout the state. Besides Mr. Thomas F. Connor, three men are kept on the road, travelling in the interests of the house. Only goods that are a standard and of the best quality are handled, the products of some of the most reliable manufacturers in the country.



ONE OF HOLYOKE'S BIG CLOTHING STORES
THE NAUMKEAG
A. T. GALLUP, PRES. AND TREAS.



STORE OF J. C. TORMEY

A. STEIGER & COMPANY.—High Street. The Women's Store. The high character earned by eighteen years of honorable business dealings, and the energy, business ability and liberality that characterize all the operations of this house, command for it a conspicuous position among the leading mercantile institutions of the state. The company is conducting similar establishments in Springfield and New Bedford, Massachusetts and Portchester, N. Y. The exceptionally low prices that prevail in this store have been the cause of much comment, but there are reasons for it that are legitimate ones and in no sense secret; in purchasing in the enormous quantities required for stocking four large stores, the management is able to take advantage of substantial discounts, which in the end is made to benefit the consumers in the low prices which they can offer. The local store is under the management of Philip Steiger. It is an attractive building, constructed of Indiana Limestone and brick; its interior has a full complement of modern fixtures and furniture, including the Lamson Carriers. There are thirty-one distinct departments, any one of which presents some attractive bargains at all times. One hundred and fifty clerks are employed.



DEPARTMENT STORE OF A. STEIGER & COMPANY

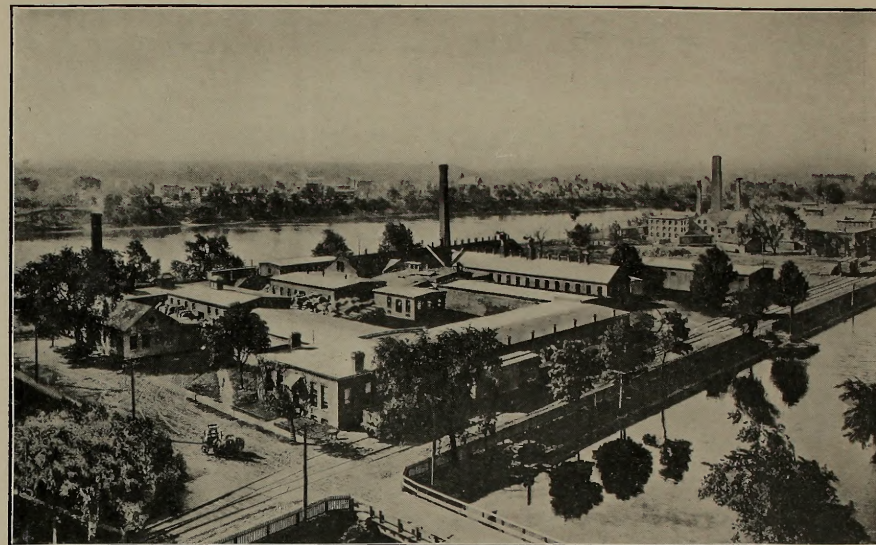
NEWTON PAPER COMPANY.—The healthful condition of the manufacturing interests of Holyoke is largely due to her commanding situation, fine transportation facilities and the energy and enterprise displayed by her representative manufacturers. The manufacture of paper has grown to vast proportions in this city of late years and no house is more prominently identified with this growth and progress than that of the Newton Paper Company, which was established here in the year 1874. Their products at that time were limited to sheathing and carpet lining paper, but they met with a cordial reception and the business was incorporated after about two years, with a capital stock of \$24,000, which was later increased to \$72,000. The demand has been so active that the original capacity of the plant has been doubled and tripled, producing twenty tons of paper a day at the present

time. The plant is modern and up-to-date in its equipment requiring a force of seventy skilled operatives and having a weekly payroll of \$1000. The products of the mill find a ready market throughout this country and a demand for them is rapidly increasing in foreign lands.

GOODALL DRUG CO.—Phillip L. Fox, Prop., 290 High St., near Suffolk Street. This well known and up-to-date establishment with its service and goods of known merit and high quality is still at the service of the people of Holyoke. Fifty-five years of successful business life shows that the confidence placed in this store by the public through all these years has not been misused. Seven months ago the business was acquired by P. L. Fox. The store is in a fine location, is of ample dimensions and contains a complete equipment of fixtures and up-to-date store furniture. It also contains a fine large stock of the usual lines of drugs, chemicals, proprietary remedies, toilet articles, cigars, candies, Eastman Photo Supplies, etc. It has fine display facilities and the stock always presents a neat and attractive appearance. It is the aim of the present proprietor to make the name of this establishment in the drug and prescription lines, stand as it has in the past, for accurate and prompt service and absolute reliability. Three competent clerks are employed.

J. N. AUTHIER.—The Up-To-Date Shoe Dealer. No. 343 Main Street. It may be readily imagined that the boot and shoe trade is one of vast importance in a city like Holyoke and one of the leaders in supplying the demand in this line is the store conducted by J. N. Authier at the above address. This gentleman is just completing the seventeenth year of his establishment here and has had a most prosperous career. It has been an important part of his policy never to misrepresent any article of his stock and his reputation for honesty and integrity in business has therefore never been jeopardized. He carries an extensive stock of the best makes of shoes and specializes in the best grades of healthful footwear for women and children. Besides shoes he also handles suit cases, traveling bags and trunks, the products of some of the most reliable makers in the country. He conducts a well equipped repair shop where shoes are repaired promptly and skillfully. Three assistants are employed.

D. J. O'BRIEN & COMPANY.—Clothiers, Corner Dwight and Front Streets. Clothing, Hats, and General Furnishings. The clothes you wear have a remarkable influence in determining how your fellowmen "size you up." If you wear clothes from the O'Brien Co., you have the assurance that you are dressed right,

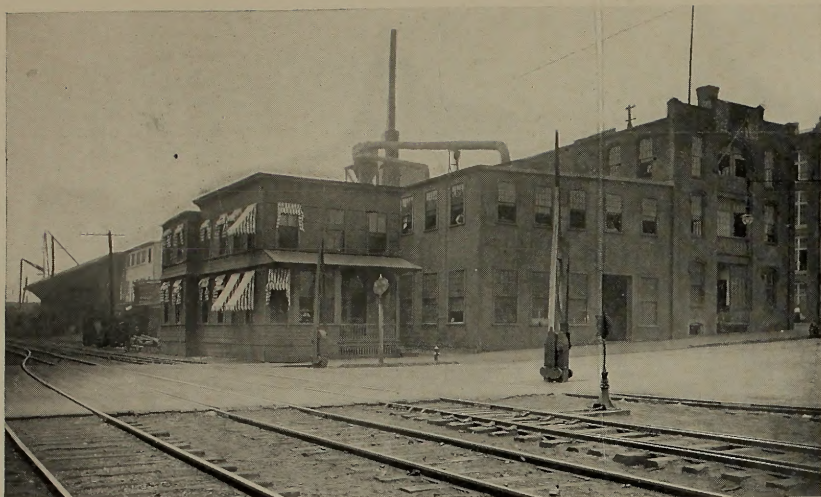


PLANT OF THE NEWTON PAPER COMPANY

that the garments fit you, are styled correctly and handsomely tailored. Here you can see the latest things in up-to-date men's clothing in a complete variety of styles and patterns.



THE GOODALL DRUG COMPANY



PLANT OF CASPER RANGER

CASPER RANGER.—Dealer in Lumber and Builders' specialties. Corner Appleton and Bond Streets, Holyoke, Mass. The proprietor of this extensive business is one of the best known business men in the city and we may add in the county as well, for his trade extends throughout this section and his prominence in all mercantile affairs has caused him to become favorably known by reputation to many with whom he has never had personal dealings. He has been established here for the past thirty-five years and the plant at the corner of Appleton and Bond Streets is one of the most up-to-date in equipment in New England. The plant covers in all about ten acres, consisting of yards, planing mill and other buildings. A specialty is made of fine high grade wood work of all kinds in addition to which a general line of lumber of all kinds is carried. One hundred and sixty-five men are employed in the mill, yards and offices, while in the general contracting work six hundred are employed. Estimates are cheerfully furnished both for mill work and lumber, and especially in all constructing work in the building line.

HOTEL MONAT.—Corner Mosher and Main Streets. Henry N. Monat, Proprietor. In a city like Holyoke, visitors look for the highest degree of comfort in their hotel accommodations and there is no place in the city where the traveller is made to feel more at home than at the Hotel Monat, of which Henry N. Monat is the genial proprietor. It is a house of moderate size and is equipped with a large proportion of the modern conveniences. There are forty-six rooms all open to daylight and sunshine, the hotel being nicely located on a corner. These rooms are all well heated and ventilated and furnished in a comfortable and homelike manner. The house is conducted on both the European and American plan and at popular rates. There is also a cafe connected with the hotel where the finest brands of liquid refreshments are served at all times. With its fine location and its modern equipment, the service is up-to-date and efficient in every respect.

GOLD & GOLD.—Dealers in Dry Goods, Cloaks, Suits, and Gents' Clothing. 251 Main Street. This business has been established here for twelve years and in all that time has always

maintained a high standard among the business houses of this character in Holyoke. The proprietors are progressive business men and believe that the best is none too good for their customers and so have been instrumental in building up a fine trade. The business done gives employment to five clerks besides the proprietors and the line of goods carried comprises everything in the way of dry goods, hosiery, underwear, neckwear, millinery, men's and boys' clothing and jewelry. All these goods are of the best quality and are sold at the lowest prices in the city. They are willing to refund the purchase price of any article bought of them if found to be otherwise than represented.

THE UP-TO-DATE CLOTHES CLEANING COMPANY.—Pressing, Cleaning, and Repairing. Gugen-

berger Bros., Proprietors. 441 High St. Phone 720. This firm makes a specialty of pressing suits and keeping them in repair on a monthly contract and the character of the work done here is responsible for the fine business which the firm enjoys. They make a specialty of this line of work and are able to give the best of service at the moderate price of \$2.00 per month. Wet and dry cleaning of ladies' garments is also done and all goods are called for and delivered when promised. One of the recent installations by this firm is the Hoffman sanitary steam pressing machine which is one of the newest innovations on the market in this line of business.



HOTEL MONAT



BUILDING OF M. J. LAPORTE, INC.

M. J. LAPORTE.—Inc. Hack, Livery and Boarding Stable. No. 2 Suffolk Street. While steam and electricity have played an important part in the perfection of modern methods of transportation in Holyoke as well as elsewhere, the horse and carriage are still prominent factors and are here well provided for. One of the oldest and best establishments in this line in the state is that conducted by M. J. Laporte, Inc. which is just rounding out the twenty-fifth year of its successful career, its officers are M. J. Laporte, President and Treasurer; L. L. Lescault, Secretary; and L. Alphonse Laporte and M. Albert Laporte, directors.

The whole history of this firm has been one of progress and development and to-day offers the most improved accommodations. The Laporte Stable operates the City Hospital Auto Ambulance and have constantly in readiness first-class hacks for wedding parties and funerals, touring cars and a taxi-cab service, as well as saddle horses, single and double turnouts, busses and sleighs. Riding lessons are given by experienced and competent instructors. In addition to the regular business this firm also does furniture and piano moving, have a carpet cleaning department and a blacksmith shop, where all kinds of repairing is done, as well as painting and rubber tiring, etc.

PHOENIX MARKET.—High Grade Meats and Groceries. No. 418 Maple Street. The above concern opened its doors to the public about fifteen years ago and since that time has met with an encouraging and steadily increasing patronage. It has always kept abreast of the advancement of the times in respect to equipment and modern methods of management as well its care of the perishable stock which forms a large part of its trade. All sorts of heavy and fancy groceries are kept in stock, canned and bottled goods of all descriptions making a handsome display that is very attractive to the patrons of the market. Fresh and salt meats are also found here in a pleasing and attractive display. The proprietor insists upon the strict observance of all modern sanitary precautions and in fact is up-to-date in all the details of management. There are four courteous employees engaged in this store to handle the trade. All orders are delivered promptly.

SUTHERLAND AND COMPANY.—The Boston Store. W. G. M. Sutherland, Prop. Dealer in Dry Goods, Millinery, Cloaks, Suits and Notions. Nos. 497, 503 and 505 Dwight Street. Phone Call, No. 1276. Some of the essential factors in the success of any mercantile establishment are reliable goods, moderate prices and uniform courtesy. Among such establishments in Holyoke, there is none that shows the truth of this statement in every day transactions more clearly than the Boston Store. It has been in operation here for twelve years and is conducted by Mr. Sutherland, under the firm name given above. They deal in dry goods, millinery, cloaks, suits and notions and in the selection of their stock, cater especially to the tastes and preferences of their customers. They make a popular specialty of millinery goods and suits and have the season's latest and best offerings, in reliable qualities, in stock all times. This store has established a fine reputation here and takes no chances of impairing it by inferior goods or questionable methods. A force of twenty-five clerks is employed.

C. R. ALGER.—Funeral Director. No. 256 Maple Street. Telephone Call, No. 683. There are many institutions of which the citizens of Holyoke are justly proud. There is none, however, that has attracted more attention from the profession and about which there has been more favorable comment than the one mentioned above. It has been established here for the past fifteen years and at present caters to an active and influential patronage. The proprietor, Mr. Alger is an accomplished embalmer, having had an active experience in this work of thirty-one years,



SUTHERLAND & CO., THE BOSTON STORE

and he employs two competent assistants. He has a chapel which is perfectly appointed in every way and spacious enough to accommodate a large assemblage, and many funerals are held here instead of in the homes. Back of this is the show room, in which is carried a most complete stock of women's and men's suits, winding wrappers and caskets of the latest designs. Interments are made in any desired cemetery and out-of-town funerals are taken in charge.

THE AFFLECK RULING AND STATIONERY COMPANY.—No. 18 Bridge Street. Manufacturers of Pads, Tablets, and School Supplies. This is one of the best known and most reliable establishments of its kind in the city. It has been in operation here since the year 1900 and for seven years was located on Whiting Street Block, Main Street. The increased demands made upon it by its rapidly expanding patronage necessitated larger and more convenient quarters and the present premises were purchased in 1907. Here they are engaged in the manufacture of pads, tablets, note books, composition books and school supplies, two of its special products being the Weymouth Bond Typewriter Papers and the Weymouth Superfine ruled headings, statements, packet heads and letter heads. These products have become deservedly popular among the leading industries as well as the merchants and professional men of the city and vicinity. The concern is under the active management of J. H. Affleck, President and Treasurer, who is an able business man and "booster" for Holyoke when it comes to helping the city grow in the right direction, giving his assistance in all that is for the advancement of the city and its general welfare.

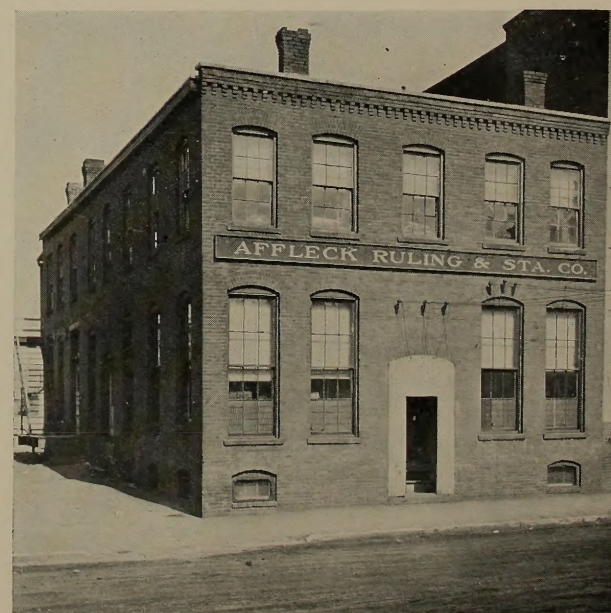
JOSEPH LUSSIER.—Dealer in New and Second Hand Furniture. Rooms, No. 139 Main Street. Mr. Lussier, the proprietor of this flourishing concern has made his business spell success for him since its establishment here about five years ago. He occupies

rooms on Main Street that are spacious, well arranged, well equipped and attractive. He deals extensively in new and second hand furniture and always has a well assorted stock in styles and patterns from which to select. Every class of citizens in the community will find it to their advantage to inspect this stock, since it contains all grades of furniture, the best as well as the cheaper lines and the prices are absolutely the lowest to be found in the city. These goods have always found high favor with the patrons of the store. Mr. Lussier also conducts a commission and auction business in furniture and has plenty of space for the safe storage of household goods of all kinds. He employs two assistants and operates a team in the general conduct of the business. He also handles real estate and has many good propositions in this line.

H. HIGHLAND.—Photographer. No. 464 High Street. Telephone Call, No. 562. Experience is the best of teachers and as this motto holds good in other lines of endeavor, so it is especially true in photography, and in this respect, Mr. Highland is able to cope with every detail of his calling. Having had many years of practical experience in this line, he has become familiar with its every requirement. His studio is a most interesting and attractive place to visit. It is centrally located and is equipped with a majority of the modern devices known to the business, which enables him to conduct its various branches with success. Mr. Highland also does general view work and some of the illustrations shown in this book are specimens of his skill.



OFFICE AND RESIDENCE OF C. R. ALGER—FUNERAL DIRECTOR



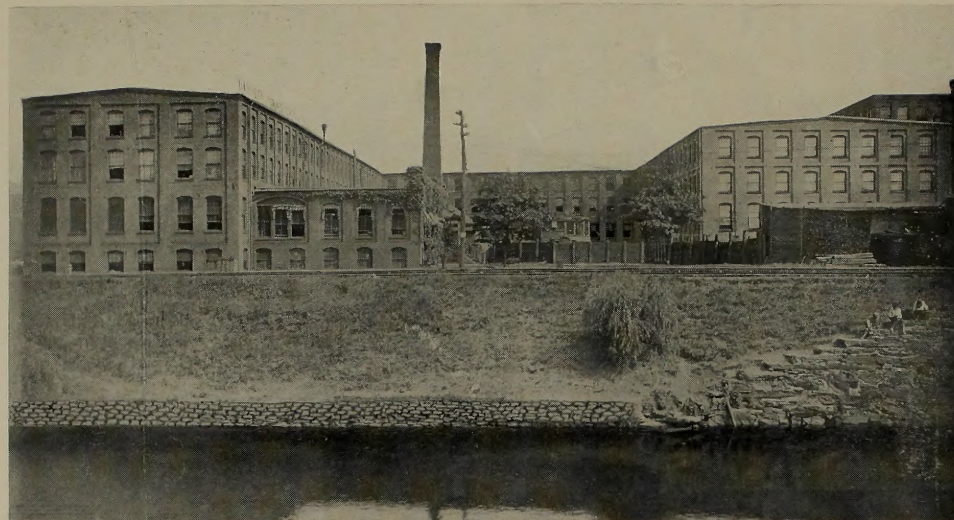
AFFLECK RULING AND STATIONERY COMPANY

HAMPDEN GLAZED PAPER AND CARD COMPANY.—Manufacturers of Cardboard, Photographic Mounts, Glazed, Plated and Embossed Papers and Catalogue Covers. This firm is one of the largest manufacturing concerns in their line in the country, producing goods for a wide diversity of industrial and commercial interests;—some of their specialties being Sunburst Covers, Algonkin Covers, Kwasind Covers, comprising some of the finest lines of cover papers manufactured in the United States. The Company was organized in 1880 by Mr. George F. Fowler and the following officers have been identified with it almost from the beginning;—President, George F. Fowler; Treasurer, T. H. Fowler, Secretary, Norman N. Fowler. Their mill is located at Riverside, at the foot of Appleton Street; it is spacious and well lighted and is equipped with the latest inventions in machinery and appliances known to the business. Its capacity is twenty tons of paper a day.

J. & W. JOLLY.—Inc. Manufacturers of the McCormick Holyoke Turbine and Paper Mill Machinery. South East Street, near Cabot. Intimately connected with the growth of Holyoke in population, commerce and wealth are her manufacturing interests. In this connection no concern in the city is more widely known than that of J. & W. Jolly, Inc. The business has been established here for many years and became incorporated in March, 1907, with a capital of \$90,000 and the following able corps of officers; William Jolly, President and Treasurer; A. H. Burgess, Assistant Treasurer, and William J. Jolly, Secretary. They are also



PLANT OF J. & W. JOLLY, INC.



PLANT OF THE HAMPDEN GLAZED PAPER AND CARD CO.

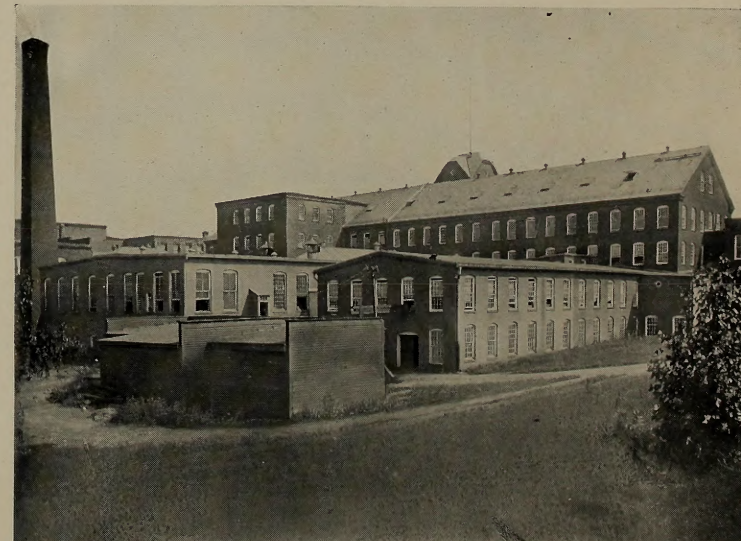
proprietors of the City Foundry. The facilities for rapid and perfect production in their factories are modern and complete and steady employment is given to a large force of skilled workmen. They make the McCormick Holyoke Turbine, paper mill machinery, including "White's Patent Oscillating Screen," rag engines, Jordan engines, fan dusters, suction pumps, stuff pumps, belt and hand power elevators and architectural iron work of different kinds. The business has grown to vast proportions of late years while the improvement of the products has kept pace with the growth of the business.

JOHN B. SHEA.—Funeral Director. High Street. This is one of the leading concerns of its kind in the city of Holyoke. It was established here in the year 1905 and has attracted and maintained a large and influential class of patronage by strict integrity and satisfactory service to all patrons. The undertaking parlors at the above address are complete in their equipment and modern in their fittings, throughout. Mr. Shea has on hand at all times a large stock of caskets, coffins, funeral furnishings, etc. He saves his patrons all unnecessary expense and carries out instructions to the smallest details. He has experienced assistants and guarantees satisfaction to all for

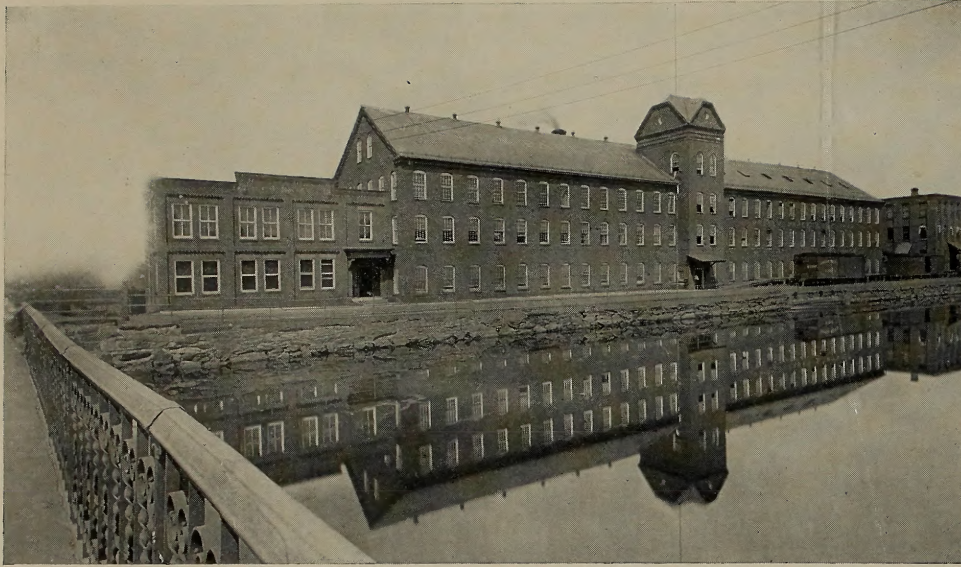
whom he may do work. He is prepared to make interments in any cemetery and out-of-town funerals are arranged in all their details. Mr. Shea will shortly have the first auto funeral car in the city, having the latest innovation of this kind in the business.

HOGAN BROTHERS.—Dealers in Fine Groceries. No. 737 Dwight Street, Corner of Walnut. These gentlemen were established in this business about one year ago. They are enterprising and energetic business men and have already built up an active and enduring patronage. They occupy a fine large store and present for the selection of the housewife one of the finest lines of staple and fancy groceries to be found in the city. They are rapidly proving themselves to be experts in keeping abreast of the times and in catering to the wants and tastes of their patrons. A specialty is made at this store of fine teas and coffees, at prices that are as low as the lowest and the quality as good as the best. The whole place is always kept neat and clean making it a pleasure to do one's shopping here, and the most fastidious person will find that whatever their purchases consist of here they will never be disappointed in the quality of the article they have bought. Three courteous and reliable assistants are employed who grant polite attention to every caller at the store. A delivery wagon is kept in constant use making free delivery of goods to the many patrons of the store.

The Hogan Brothers are fine business men and it is a pleasure to deal with them because of their absolute reliability. Promptness, neatness and cleanliness are some of their pleasing characteristics in the management of their store.



REAR VIEW OF THE VALLEY PAPER CO.



THE VALLEY PAPER CO.

VALLEY PAPER COMPANY.—Manufacturers of Paper. Holyoke, Mass. One of the thoroughly modern industrial enterprises of Holyoke is that of the Valley Paper Company, which was organized here in the year 1866 and incorporated under the laws of the state of Massachusetts with a capital of \$200,000, the following are the officials, all sagacious and successful business men: George F. Fowler, President; Charles B. Prescott, Treasurer; T. Henry Spencer, Assistant Treasurer and Edward I. Cassidy, Superintendent. These men have not been satisfied merely to keep abreast of their competitors but have pushed their way ahead in their determination to excel in every essential element of success. They manufacture high grade writing papers, some of their leaders being Valley Bond, Commercial Bond, Valley Linen Ledger, Congress Linen and Commercial Linen Ledger, Congress Linen Bond and many others. Their output is six tons a day and their products find a ready market throughout the United States, Canada and Mexico.

JOHANNIS PAINT AND WALL PAPER STORE.—M. W. Thieme, Proprietor. No. 56 Suffolk Street. The house painting and decorating business is one of the most extensive in Holyoke and among the most prominent concerns engaged in this business is the one mentioned above. This business has been established in the city for twenty-six years and has constantly been widening the circle of its influence and patronage. About three years ago, Mr. Thieme felt that better facilities were necessary to meet the demands of the growing business and the present up-to-date store was occupied. The proprietor is a man of experience and has the real practical knowledge of what is necessary to make a home look attractive both inside and outside. He gives employment to a force of ten expert workmen who work under his direct supervision. The store is nicely located and its interior is well fitted up and equipped both for convenience and for display. He carries a fine large stock, consisting of paints, oils, varnishes, foreign and domestic wall papers and coverings.

HOLYOKE COAL AND WOOD COMPANY.—Frank A. Whiting, Mgr. No. 82 Main Street. The coal trade is an important factor in commercial activity in this city and a recognized leader in this line is the Holyoke Coal and Wood Company, whose business has been established here for twenty-five years. The offices are at the above address, while the yards with their enormous capacity and modern methods of handling coal are on Crescent Street. The proprietors are prominent business men and stand high in the community. When you buy coal or wood of this establishment, you pay for the one thing that you want,—heat. Every pound of coal that leaves their yards is carefully screened, consequently you get coal,—that's all. Another

popular feature of this concern is promptness. Only standard grades of coal are handled. Ten men are employed here and five teams are in constant use delivering coal and wood to all parts of the city and vicinity. Office open Thursday and Saturday evenings.

C. P. LYMAN.—Plumbing and Tinning. No. 141 Main Street. 'Phone Call, 1168. This is one of the largest and most important concerns of its kind in Holyoke and vicinity. It has been established here for thirty-eight years and for a large part of the time has controlled much of the heating operations in this city. The proprietor, Mr. Lyman, is thoroughly skilled and experienced in the business and his enterprise and modern methods have aided greatly in giving the concern its prominent position to-day. Sixteen men are employed here and satisfaction is guaranteed with all work done by them. They do all sorts of plumbing and tinning, making a specialty of mill work. They also handle stoves and ranges and install heating plants. Their leaders in this line are the Dock Ash Ranges and the McGee furnaces, which are in popular favor throughout this section. Other special features of their stock are gas and oil stoves, gas fixtures and mantles. Estimates cheerfully and promptly given on plumbing, tinning, sheet iron and metal Work in or out of the city upon application. When in need of work in this line, it will certainly pay you to talk it over with Mr. Lyman and get his prices and ideas concerning the work.

U. S. ENVELOPE COMPANY.—Among the important industries of Holyoke is that of envelope manufacturing, the principal factory being that of the United States Envelope Company, for years one of the largest factories in the country. The original company was incorporated under the laws of Massachusetts in 1880 under the firm name of Holyoke Envelope Company, and the business was carried on in the east wing of the Cabot Street mill until January 22d, 1888, on which day the factory was entirely destroyed by fire. The trade of the company had increased to such extent that in planning for new quarters land was purchased at the south end of Main street, where their present commodious building was erected. In August, 1898, this plant, with nine others, was purchased by and became one of the divisions of the United States Envelope Company. In 1899 the plant of the Springfield Envelope Company division was transferred to Holyoke, and the name changed to United States Envelope Company, Holyoke Division. Their manufacture is confined largely to commercial envelopes in all sizes and grades, and they have an extensive printing plant for envelope printing only; their product is marketed throughout the United States, Canada, Mexico, South America, Philippine Islands and in many other foreign countries. Honorable James Logan, present Mayor of Worcester, is general manager of the United States Envelope Company, Mr. Henry Emery being manager of the Holyoke Division.



UNITED STATES ENVELOPE CO. HOLYOKE DIVISION

RODIER'S TRADING CORNER.—J. Phil Rodier, Proprietor. Dealer in Gents' Furnishings, Trunks, Bags, etc. Corner Main and Cabot Streets. A chance of a lifetime is now being presented to the citizens of Holyoke at the store mentioned above. Here may be found one of the finest lines of trunks, suitcases and bags that can be found in the city and the prices are such that they will suit all classes of purchasers. An up-to-date stock of gents' furnishings is also carried here, one which will appeal to the well dressed men of the city at any time. The store has been established here for the past two years and an active patronage as well as a fine reputation for reliability has been built up. The store is in a fine business location, and being a corner store has unusually fine facilities for display. The stock is always modern and is arranged to the best advantage. Four clerks are employed who are prompt and courteous in their attention to patrons.

HUGH DONOGHUE.—Dealer in Meats, Groceries and Provisions. No. 655 High Street. The meats, groceries and provisions handled at this store are always of quality that will commend itself to all who appreciate good eating. Mr. Donoghue has been engaged in this business for the past six years and has gained a wide reputation in the locality for the high class of goods that he carries. The store is centrally located and equipped with modern appointments and fixtures that go to make a store of this kind thoroughly up-to-date. He carries an unusually large and varied stock of goods, including heavy, fancy groceries, fresh and salt meats, vegetables and provisions. In the market he deals in all the usual lines, making a specialty of home dressed lamb and chicken. Neatness and cleanliness are noticeable characteristics of the whole place and no house wife, however fastidious, can find any fault with this store in this respect. Two well informed clerks are employed here and prompt attention is given to the wants of all patrons.

JAMES GRIFFIN.—Dealer in Meats, Groceries and Provisions. No. 656 High Street. This store has been in operation here for the past thirty years and in that time has built up a fine reputation, because of the high quality of the goods handled here as well as the modern and progressive methods of management. The proprietor, Mr. Griffin, is a fine business man and one on whom his customers have learned to rely for the truth concerning any article in his stock. He handles all the usual lines of both

heavy and fancy groceries and makes a popular specialty of teas and coffees. In his market, he handles both fresh and salt meats, beef, pork, lamb, mutton, ham, bacon, butter, eggs and vegetables in season. His store, as a whole, is one of the cleanest and neatest of its kind in the city and its interior is arranged in a convenient manner for handling, storing and displaying stock. Another fine feature of this store is the prompt filling and delivery of all orders, a wagon being kept in readiness for this purpose. Five assistants are employed and immediate and courteous attention is assured to all callers.

two competent assistants are employed to look after customers. Orders are given prompt attention. Mr. Tessier exercises great care in the selection of his stock as well as in its care in order to present the best possible service to his patrons. He is an energetic, hustling business man and by his fair and square dealings with all he has made his store a great success.

NEW YORK STEAM
Blanchard, Proprietor. No.

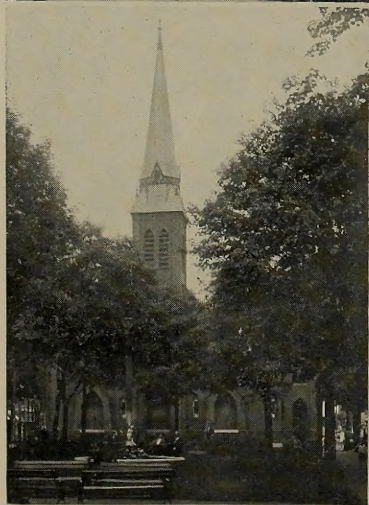
LAUNDRY.—Napoleon J. 80 High Street. Telephone Connection. This is one of the most progressive and up-to-date laundry plants in the city and vicinity. Although it has been established here for only six years, it has grown rapidly into public favor because of the fine quality of the work it puts out and the efficient delivery service which is always promptly on time. Mr. Blanchard's numerous well satisfied patrons will tell you that he has succeeded without the shadow of a doubt. The plant itself is fitted up with the most complete modern machinery and appliances, especially designed to do the required work on a minimum amount of wear and tear on the garments. Only the finest work is done and a fine class of patronage is maintained. Mr. Blanchard is an experienced laundryman and he employs a competent force of skilled assistants, always maintaining his high reputation for fine workmanship.

T. F. KILBRIDE.—Steam and Hot Water heating, Mill Supplies. 135 Main St. Phone Call, No. 413. This establishment has held a prominent place in Holyoke's circle of trade ever since its inception here twelve years ago. No house of its kind in the city can show a better record for good workmanship and satisfactory prices. The proprietor, Mr. Kilbride, is an experienced man in this business and gives all contracts his careful supervision. He makes a specialty of installing steam and hot water heating systems as well as steam and gas fitting and carries a full and complete stock of all steam and gas fitter supplies. He has a complete equipment in tools and up-to-date appliances for the proper conduct of work in these different lines and occupies a fine large building which gives ample opportunity for shop and display facilities. He employs a number of expert workmen and is ready to guarantee satisfaction with any contract undertaken by him. Estimates for any work in these different lines will be cheerfully furnished upon application.



SOUTH HADLEY FALLS BRIDGE ACROSS THE CONNECTICUT RIVER

OPHIR TESSIER.—Dealer in Groceries, Meats, Fruits and Vegetables. No. 737 High Street. Among the retail dealers in this section of the city, there is none that is better known than Mr. Tessier, who has been established here for the past two years. He has a large and active patronage among many of the finest people of the city. His store is centrally located and well equipped for the proper care of the extensive stock of goods carried. He handles all the standard brands of groceries, both staple and fancy, fresh and salt meats, fruits and vegetables in season. All goods are fresh and are being constantly renewed and



CHURCH OF ST. JEROME
LUTHERAN CHURCH

FIRST BAPTIST CHURCH
SACRED HEART CHURCH



BIRCHES AT MOUNTAIN PARK

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HAMPDEN GLAZED PAPER AND CARD CO.
HOLYOKE, MASSACHUSETTS

